BEST AVAILABLE COPY

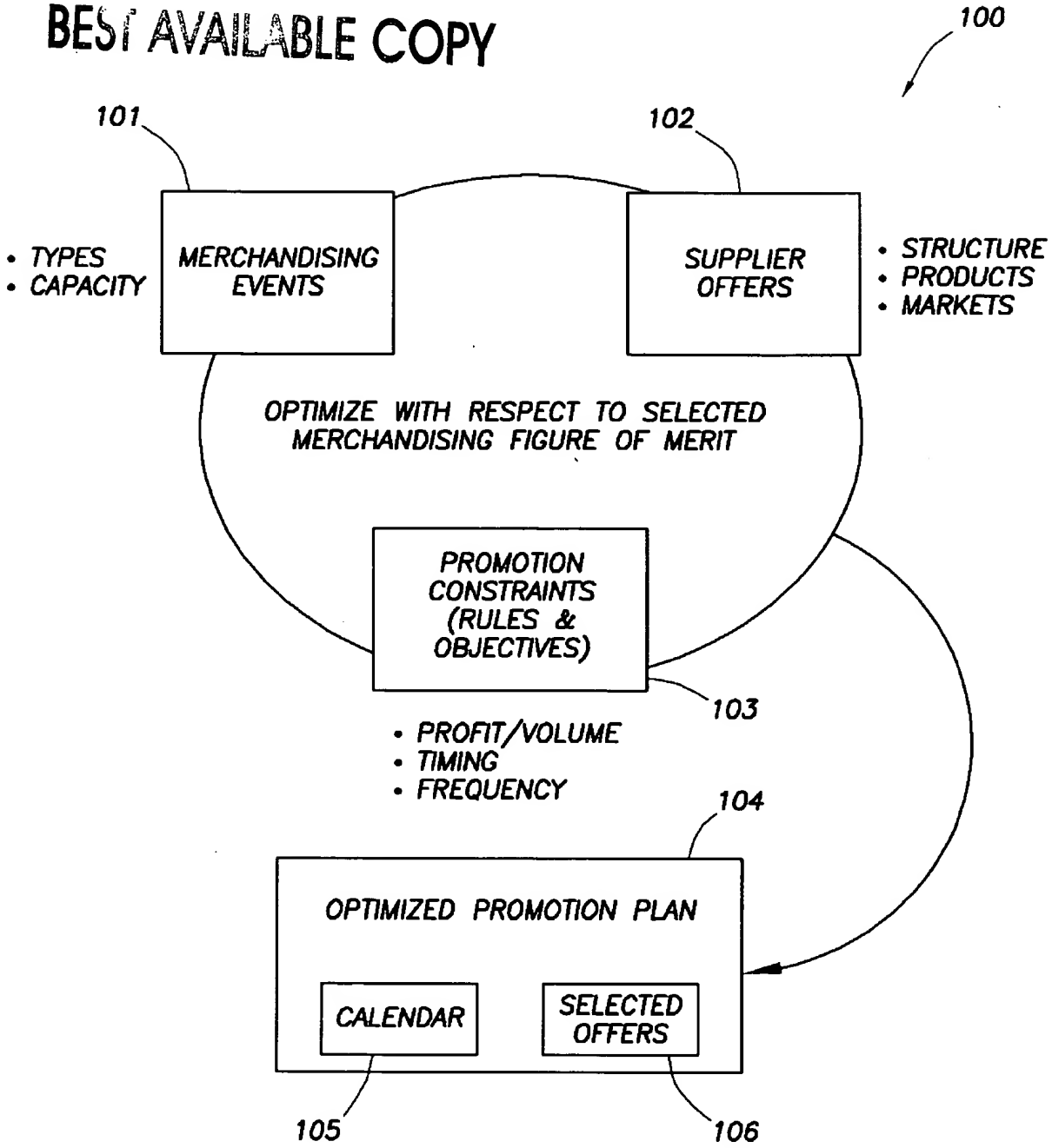
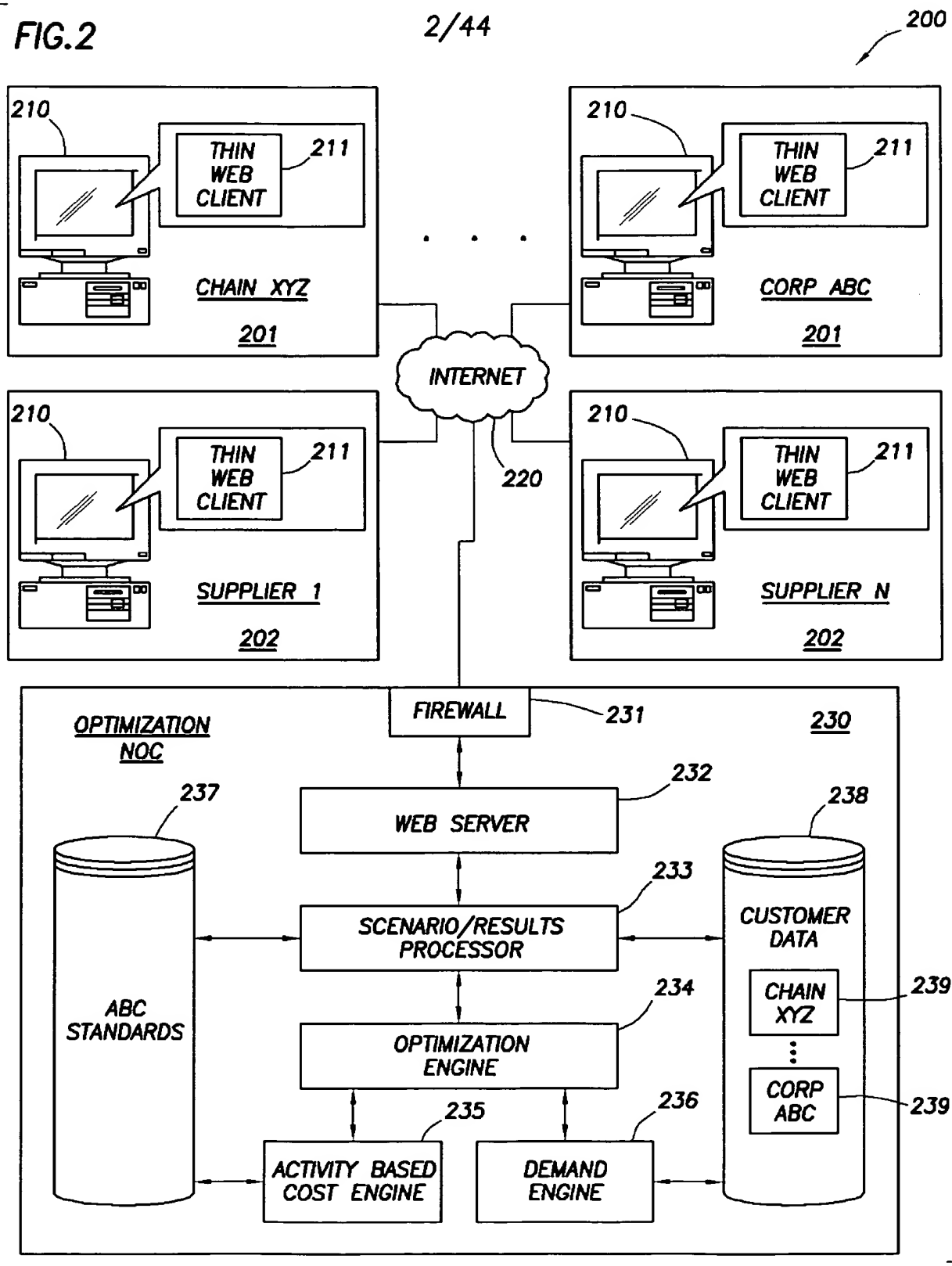


FIG. 1

BEST AVAILABLE COPY

FIG.2



BEST AVAILABLE COPY

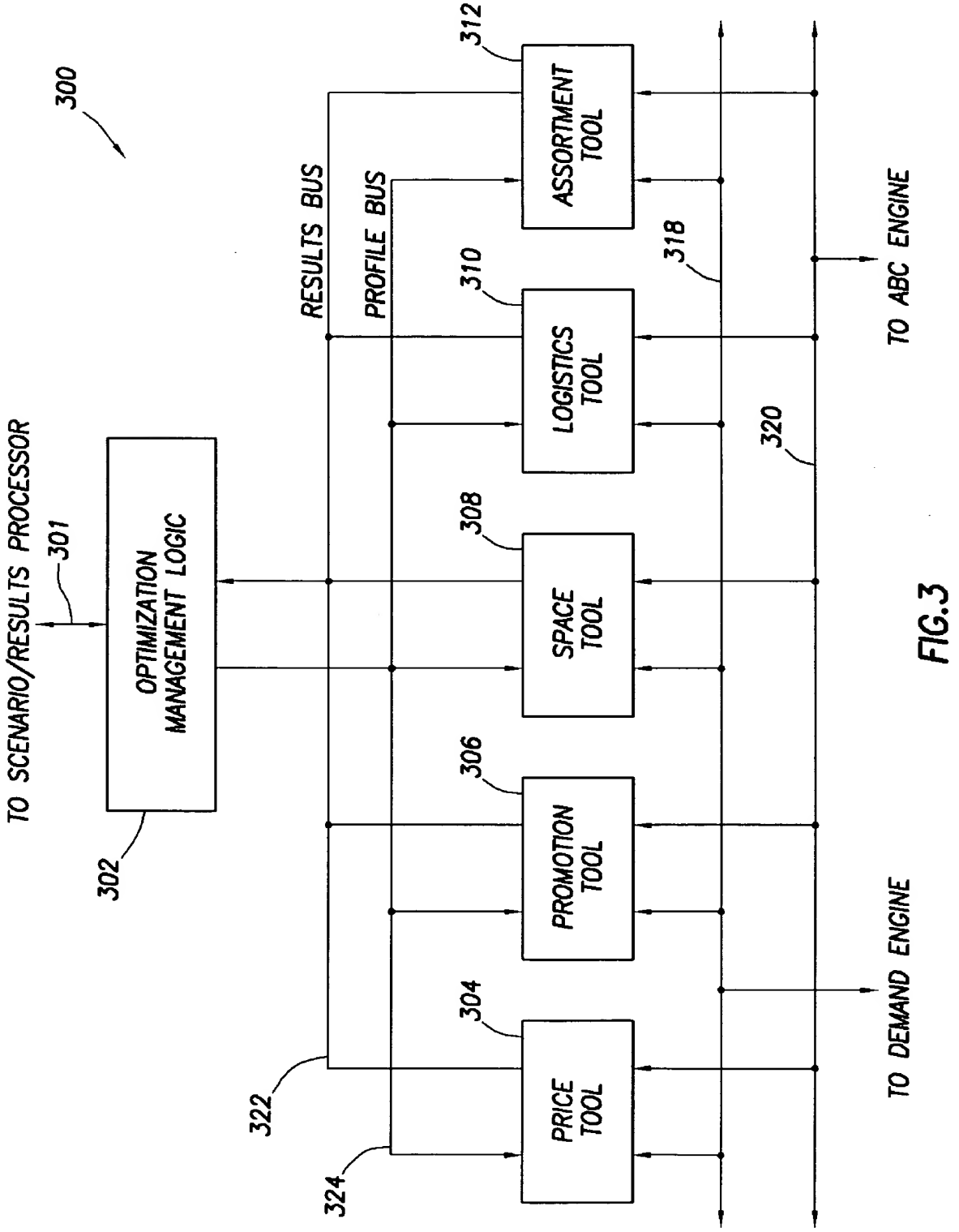


FIG.3

BEST AVAILABLE COPY

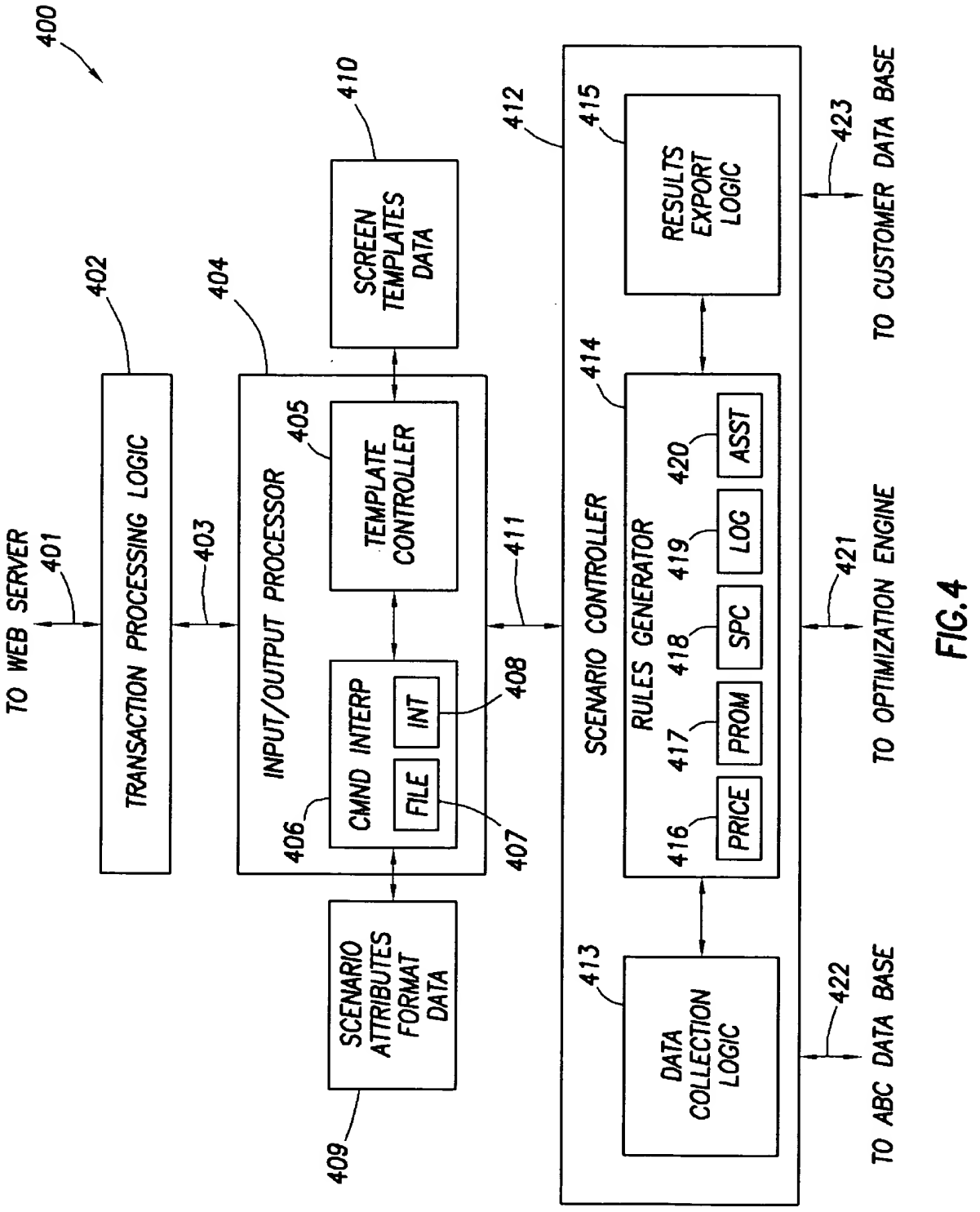
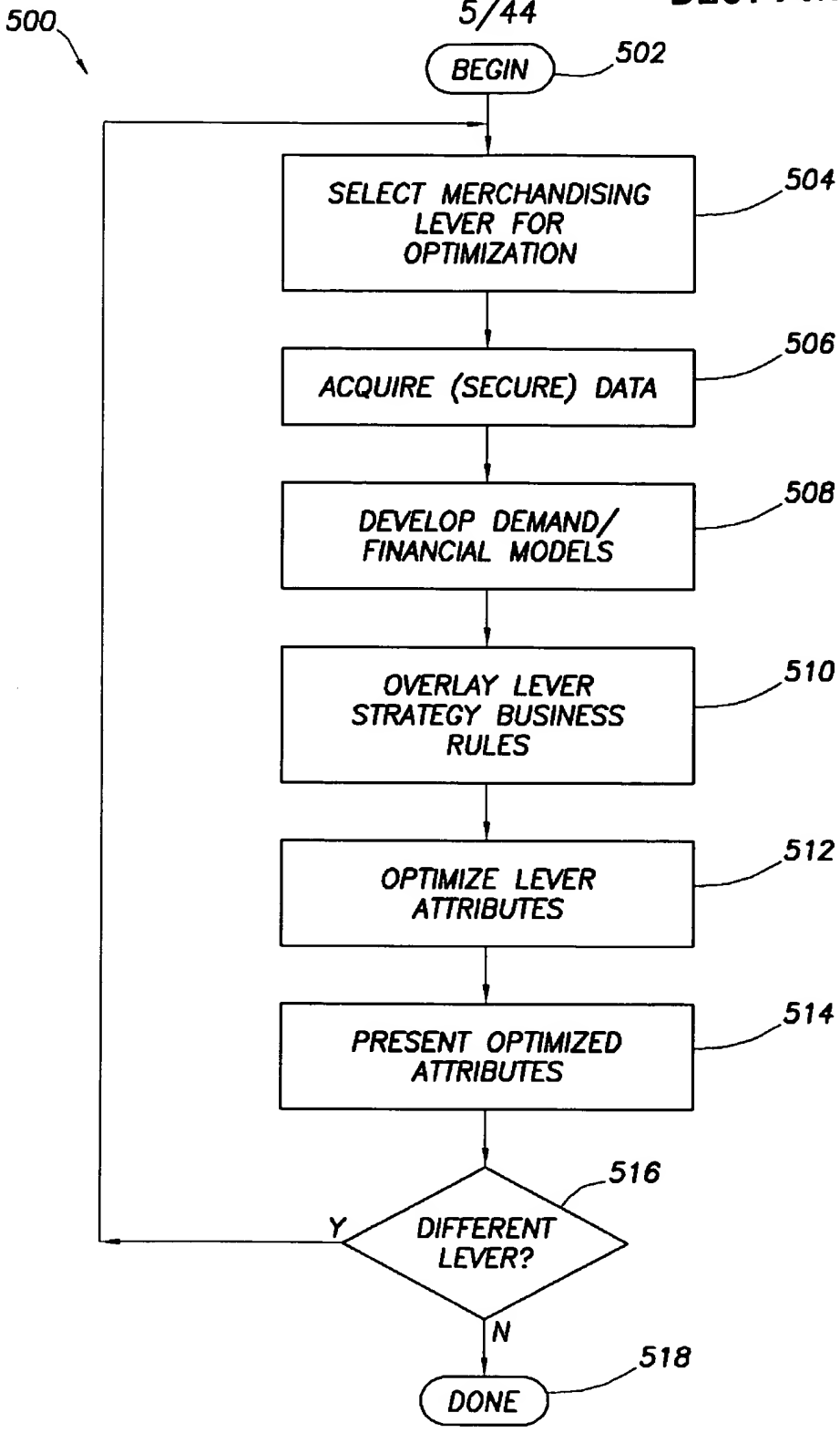


FIG.4

BEST AVAILABLE COPY

FIG.5



Application No. 09/849621 (Docket: DT.0102)
37 CFR 1.111 Amendment dated 01/09/2006
Reply to Office Action of 10/13/2005
REPLACEMENT SHEET

BEST AVAILABLE COPY

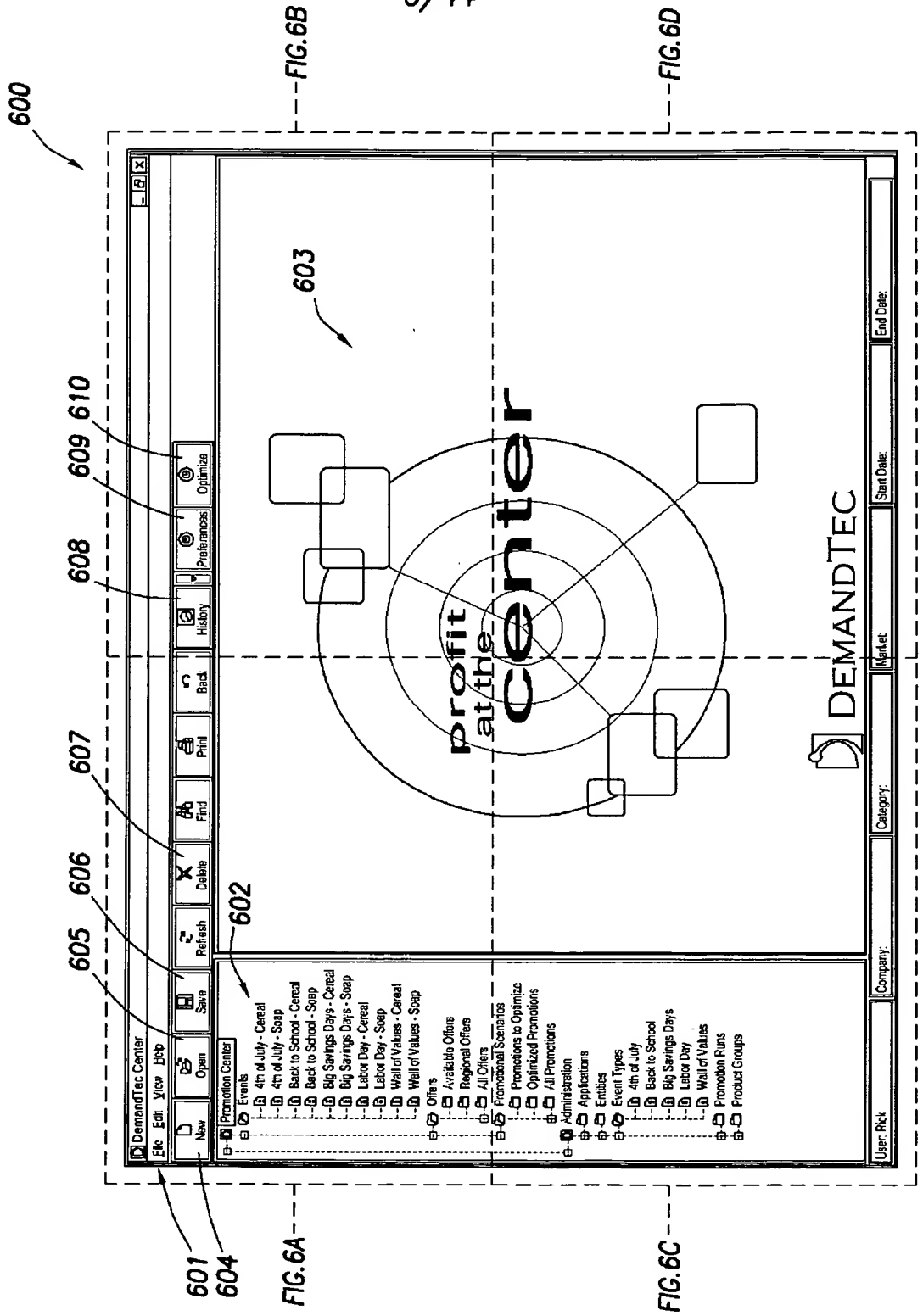


FIG.6

BEST AVAILABLE COPY

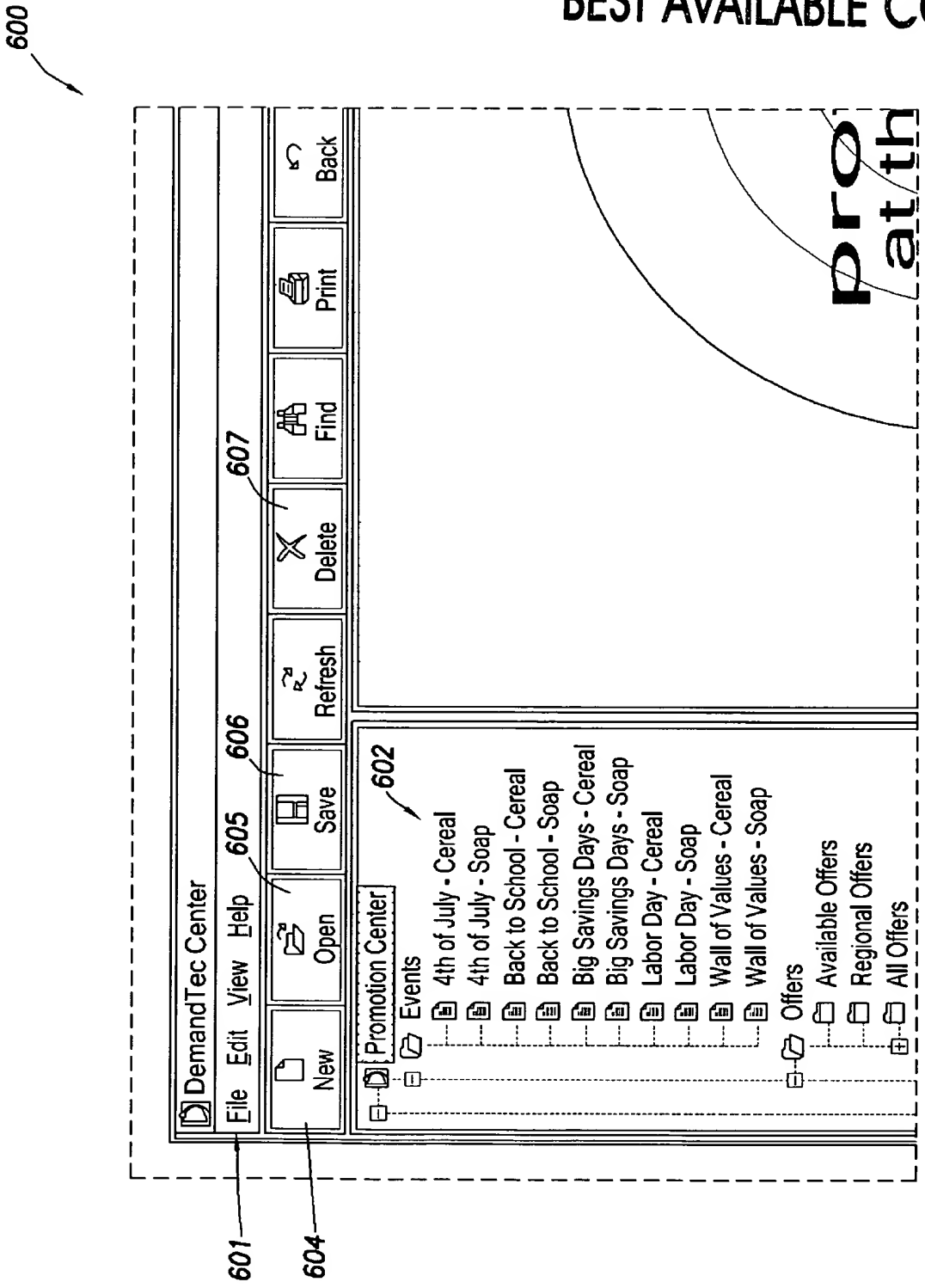


FIG. 6A

BEST AVAILABLE COPY

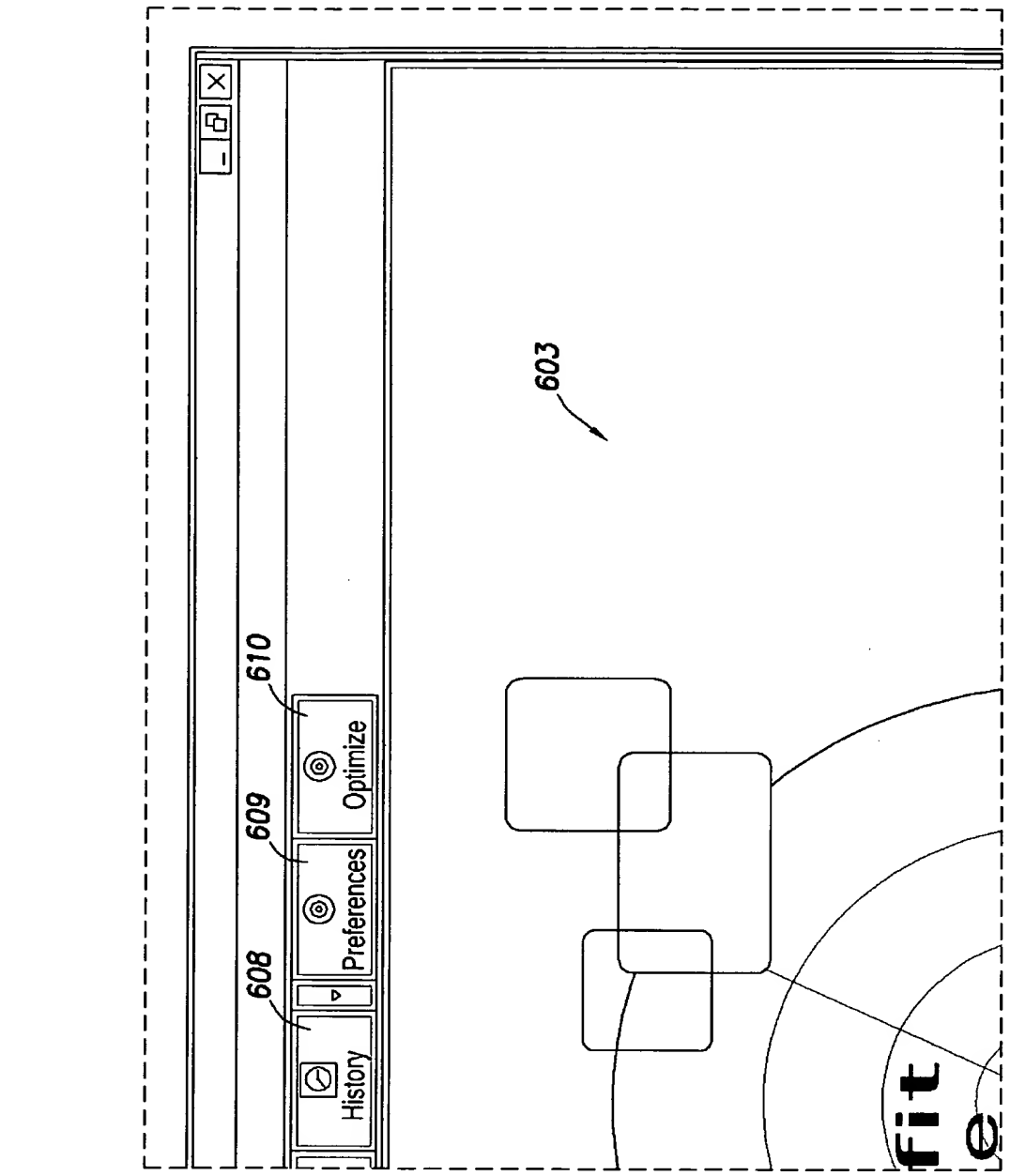


FIG.6B

600

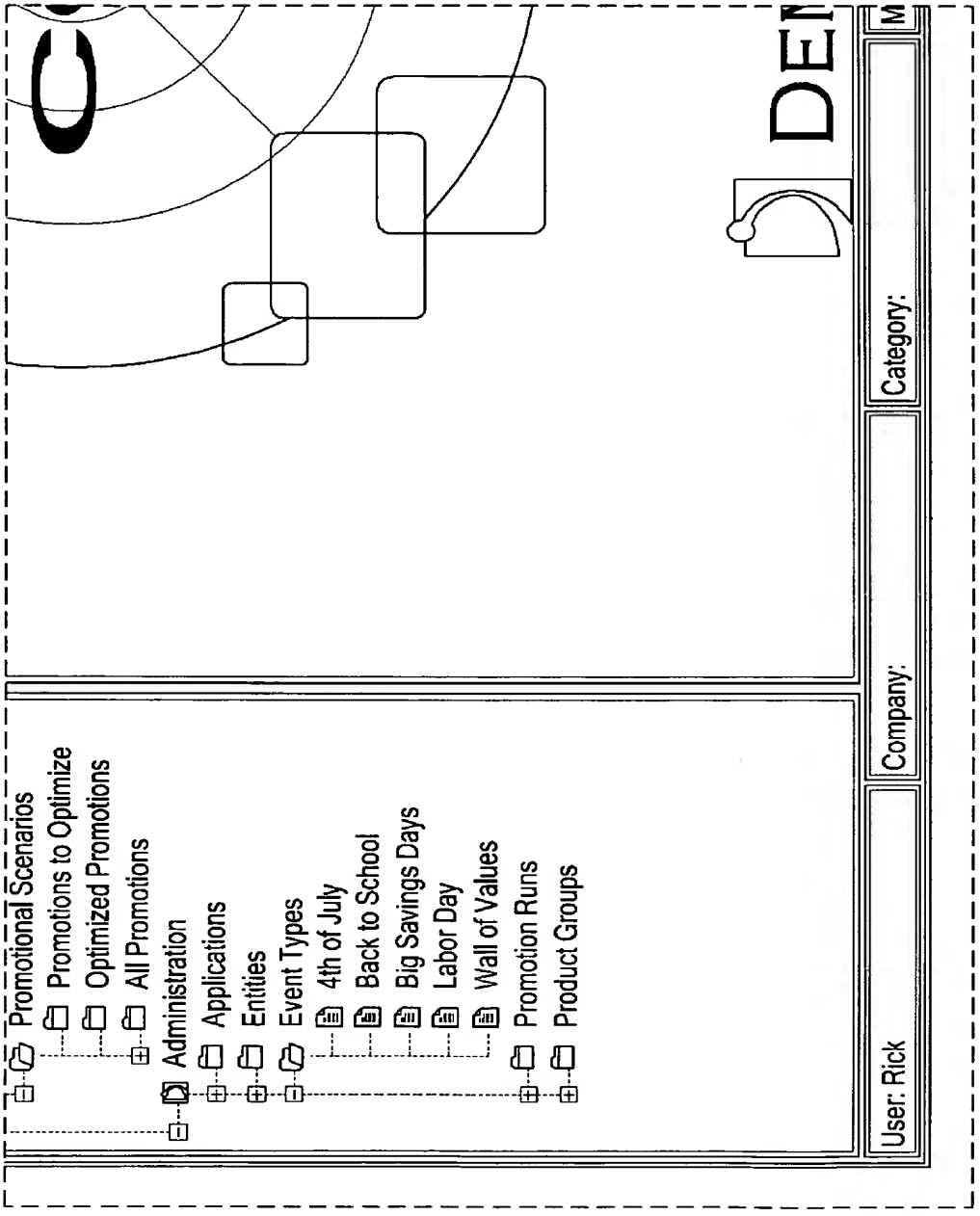

Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Applications
Entities
Event Types
4th of July
Back to School
Big Savings Days
Labor Day
Wall of Values
Promotion Runs
Product Groups
User: Rick
Company:
Category:

FIG.6C

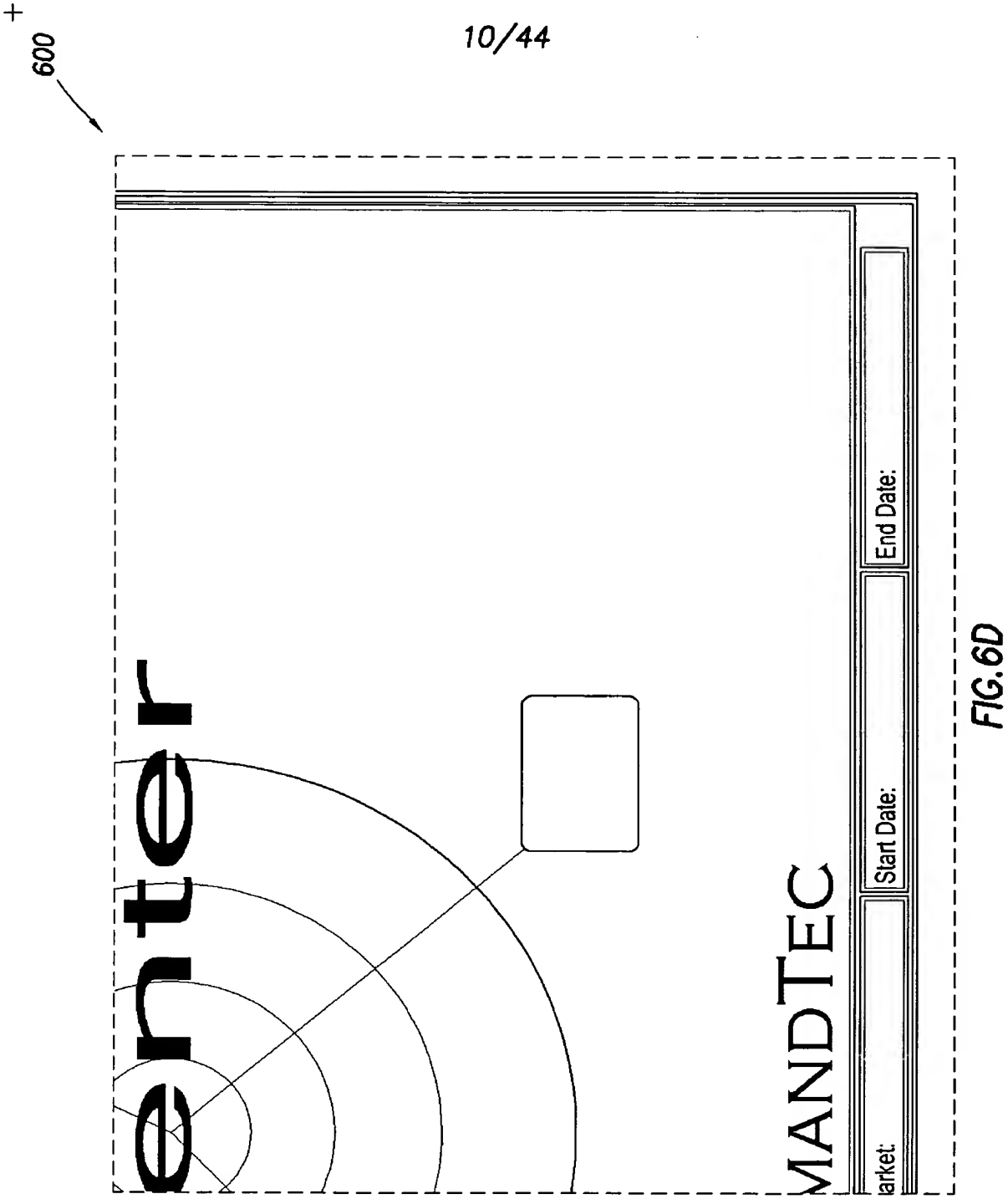


FIG.6D

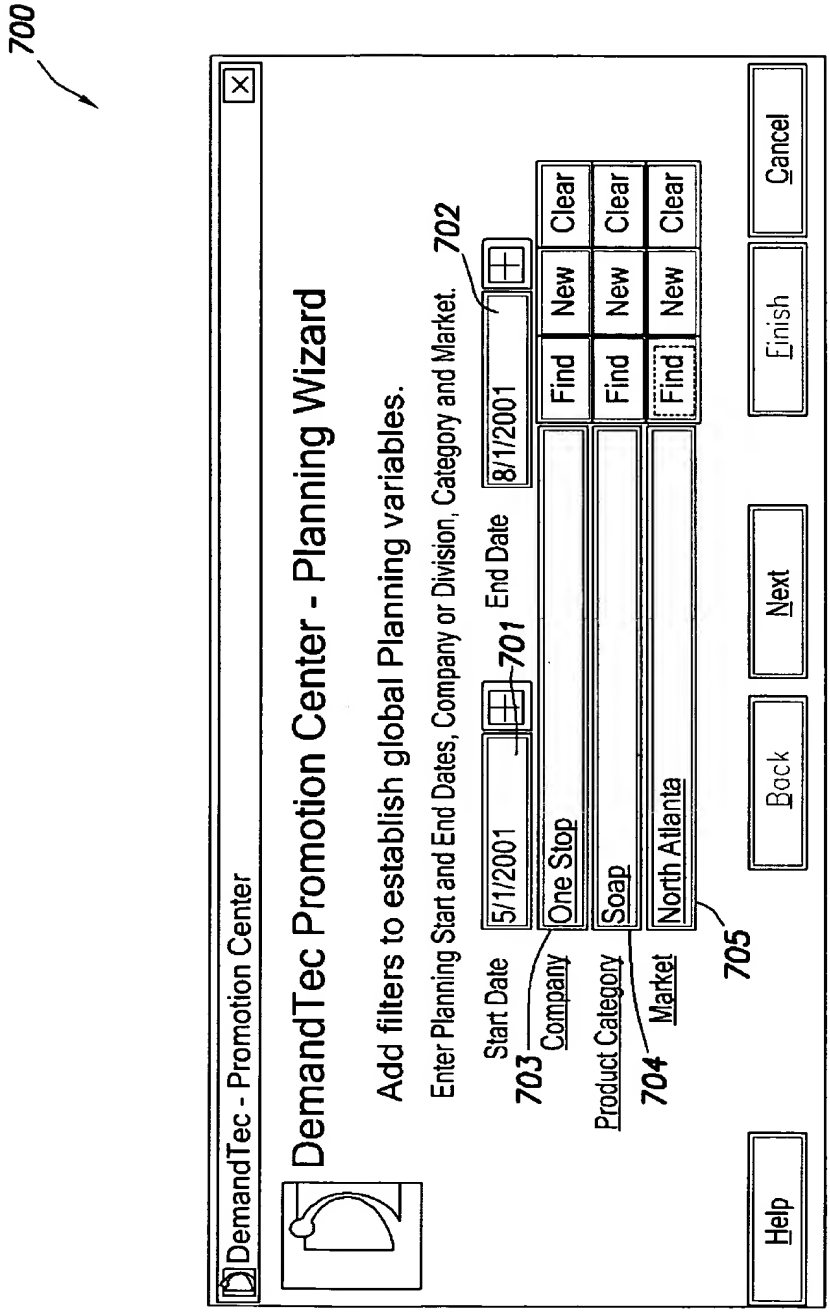

700
DemandTec - Promotion Center
DemandTec Promotion Center - Planning Wizard
Add filters to establish global Planning variables.
Enter Planning Start and End Dates, Company or Division, Category and Market.
Start Date
5/1/2001
701
End Date
8/1/2001
702
703
Company
One Stop
Find
New
Clear
Product Category
704
Market
Soap
Find
New
Clear
North Atlanta
Find
New
Clear
705
Help
Back
Next
Finish
Cancel

FIG. 7

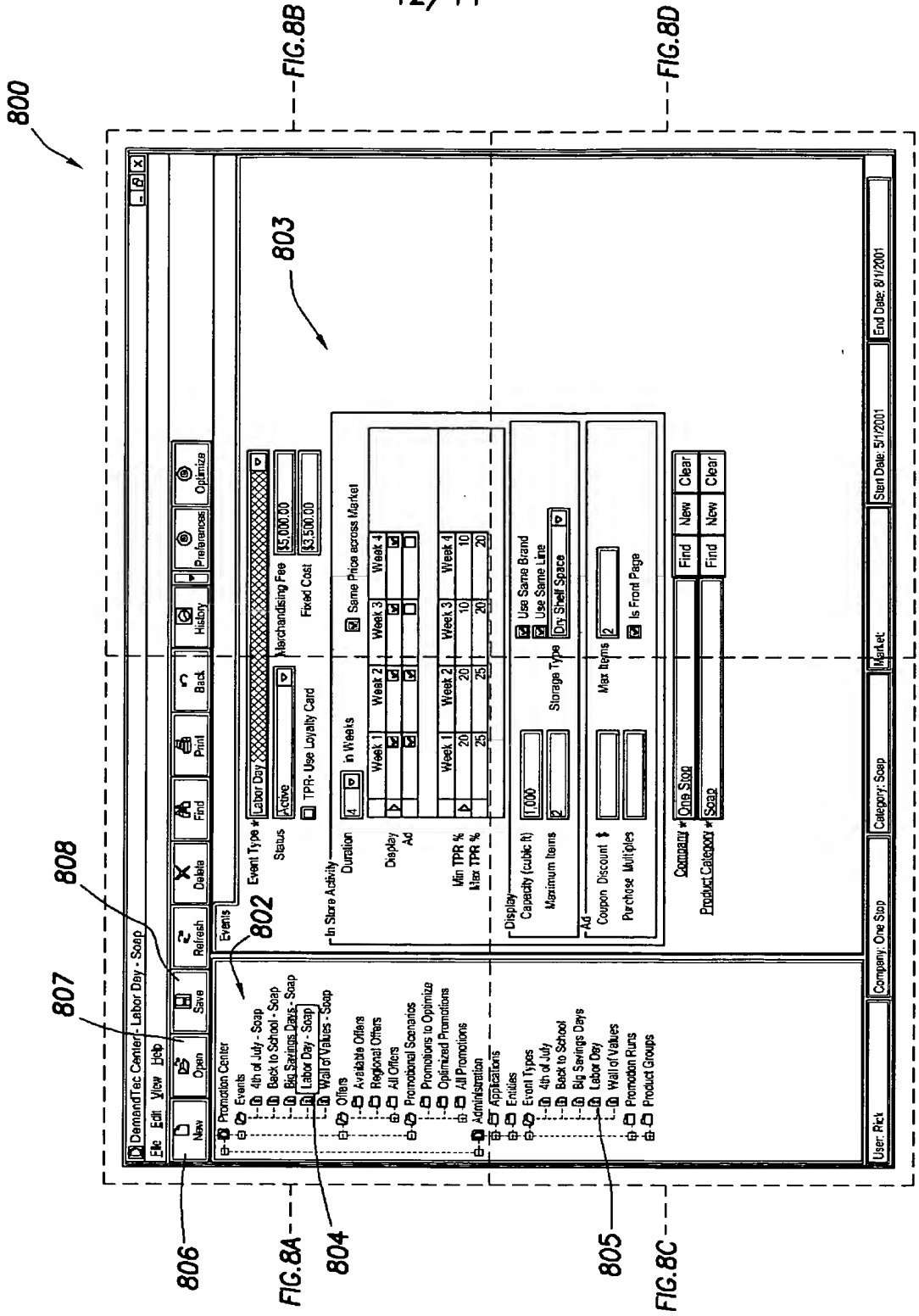

800
FIG.8B
FIG.8D
803
808
807
802
806
804
805
FIG.8A
FIG.8C
DemandTec Center - Labor Day - Soap
File Edit View Help
New
Open
Save
Refresh
Find
Delete
Print
Back
History
Preferences
Optimize
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Applications
Entities
Event Types
4th of July
Back to School
Big Savings Days
Labor Day
Wall of Values
Promotion Runs
Product Groups
Events
Event Type *
Labor Day
Status
Active
TPR- Use Loyalty Card
Merchandising Fee
$5,000.00
Fixed Cost
$3,500.00
In Store Activity
Duration
4
in Weeks
Same Price across Market
Week 1
Week 2
Week 3
Week 4
Display
Ad
Min TPR %
Max TPR %
20
25
10
20
Display
Capacity (cubic ft)
1000
Minimum Items
2
Storage Type
Use Same Brand
Use Same Line
Dry Shelf Space
Ad
Coupon Discount $
Purchase Multiples
Max Items
2
Is Front Page
Company *
One Stop
Product Category *
Soap
Find
New
Clear
User: Rick
Company: One Stop
Category: Soap
Market:
Start Date: 5/1/2001
End Date: 8/1/2001

FIG.8

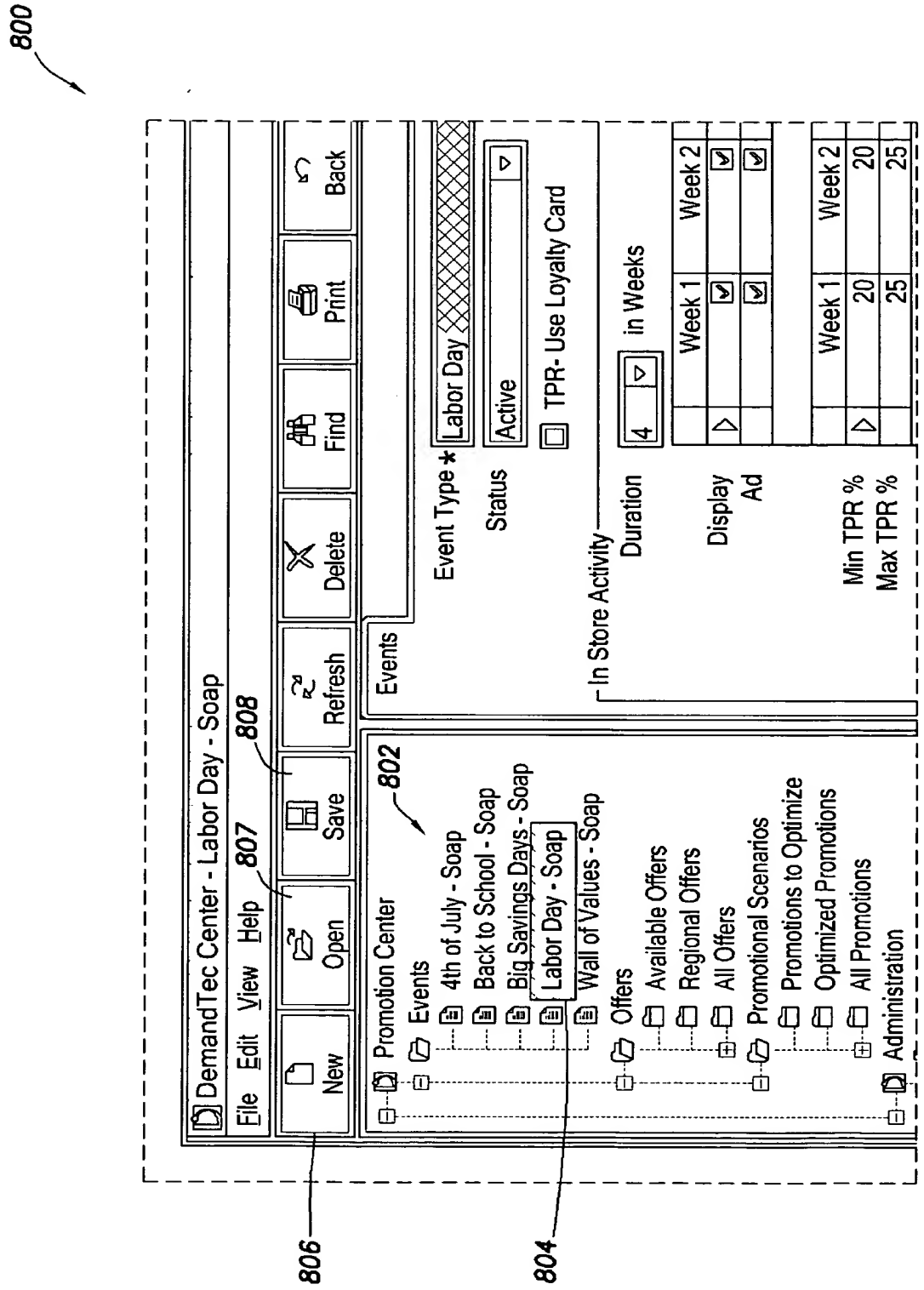

800
DemandTec Center - Labor Day - Soap
File Edit View Help
807
808
New
Open
Save
Refresh
Delete
Find
Print
Back
Promotion Center
802
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Events
Event Type *
Labor Day
Status
Active
TPR- Use Loyalty Card
In Store Activity
Duration
4
in Weeks
Display Ad
Week 1
Week 2
Min TPR %
Max TPR %
20
25
806
804

FIG.8A

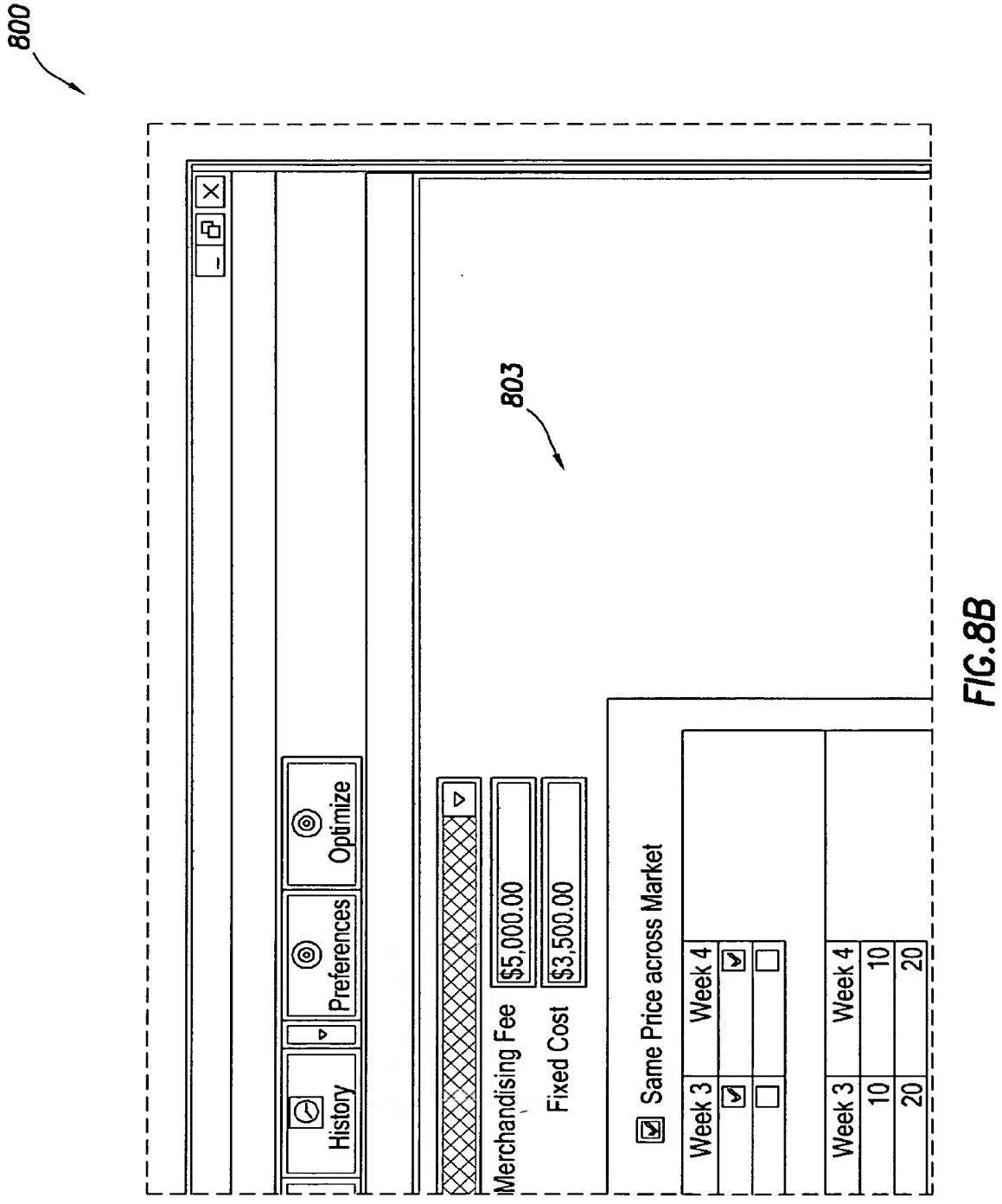

800
803
Optimize
Preferences
History
Merchandising Fee
$5,000.00
Fixed Cost
$3,500.00
Same Price across Market
Week 3
Week 4
Week 3
Week 4
10
20
10
20

FIG.8B

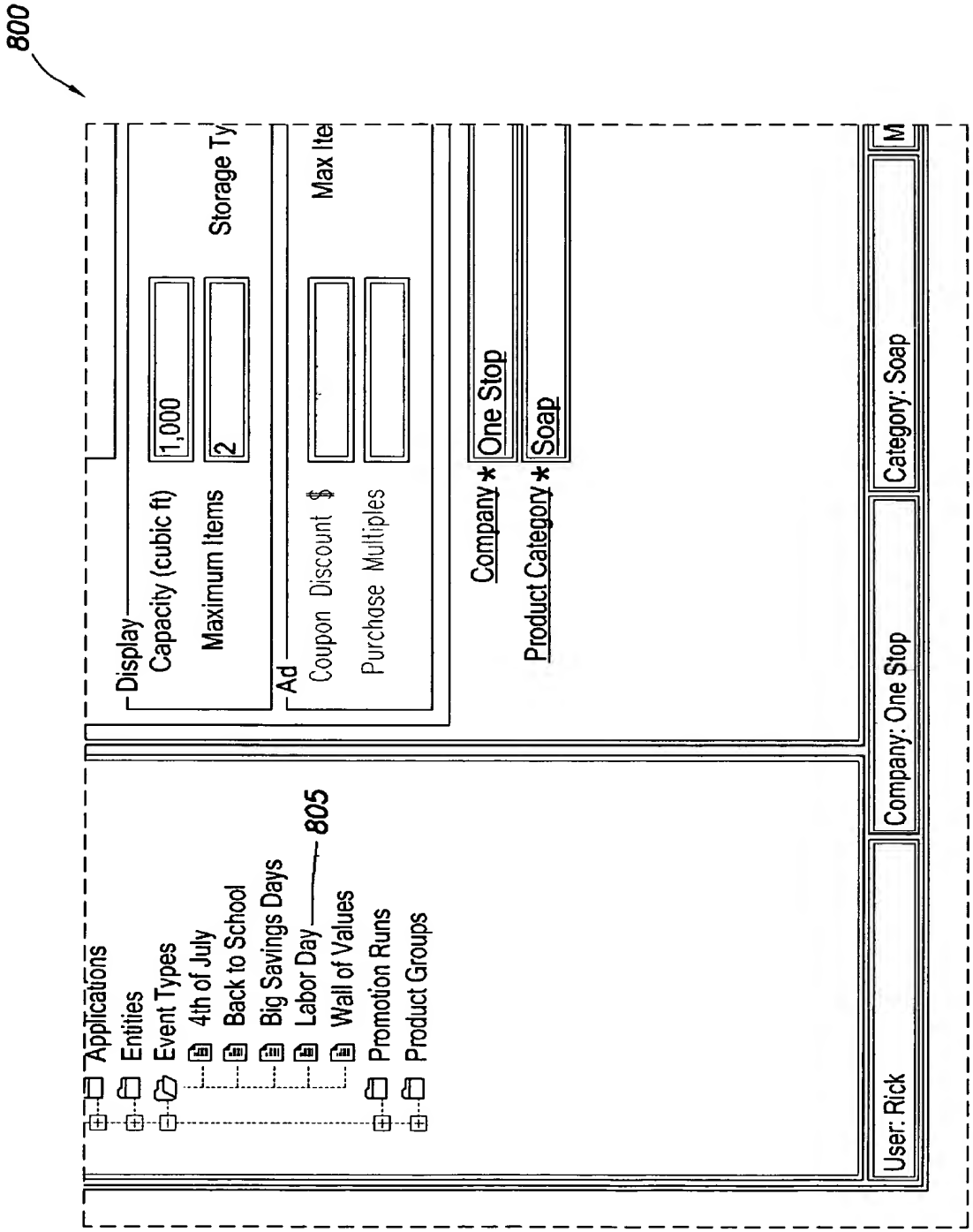

800
Display
Capacity (cubic ft)
1,000
Maximum Items
2
Storage Ty
Ad
Coupon Discount $
Purchase Multiples
Max Ite
Company *
One Stop
Product Category *
Soap
M
Category: Soap
Company: One Stop
User: Rick
Applications
Entities
Event Types
4th of July
Back to School
Big Savings Days
Labor Day
Wall of Values
805
Promotion Runs
Product Groups

FIG.8C

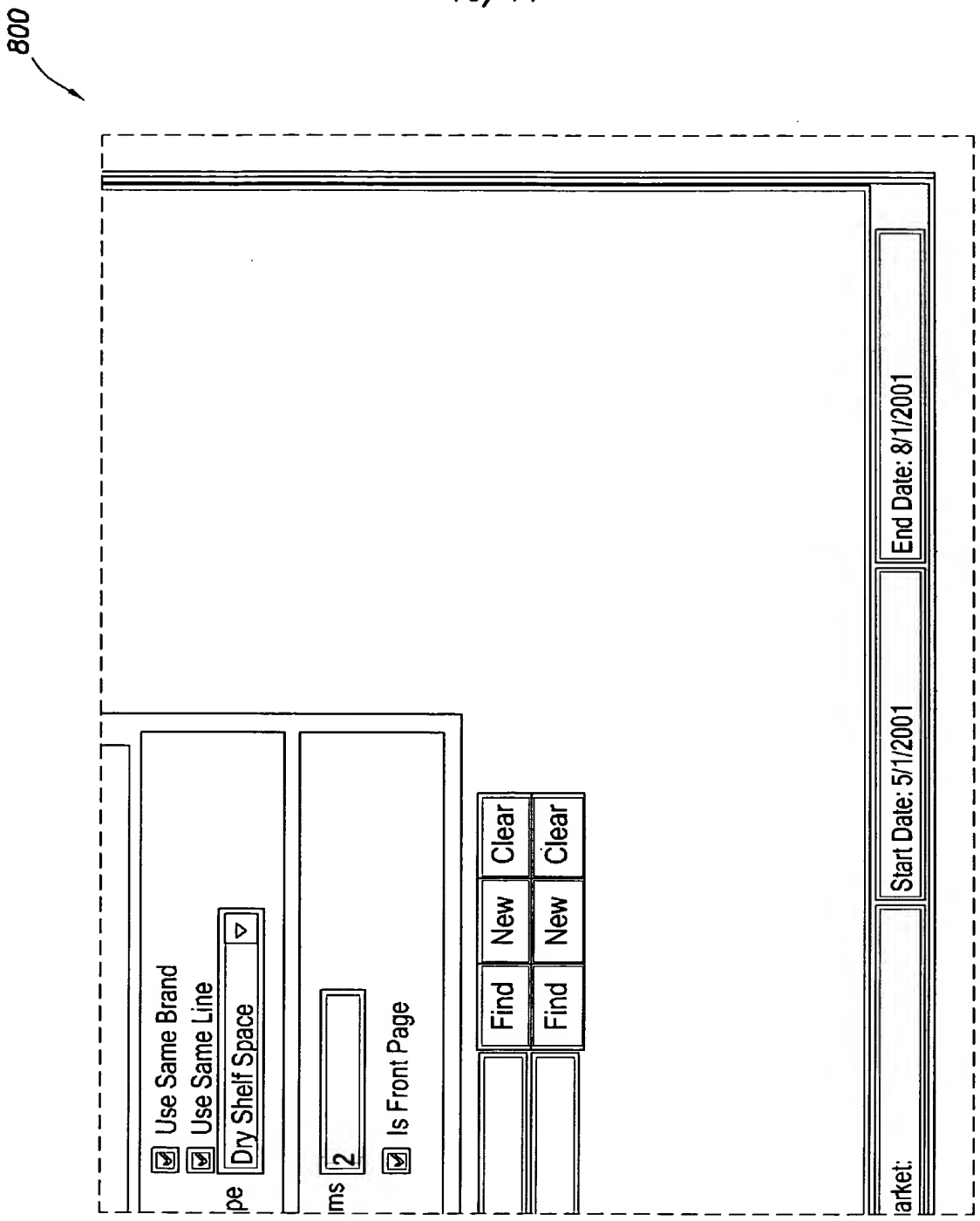

800
End Date: 8/1/2001
Start Date: 5/1/2001
arket:
Clear
Clear
New
New
Find
Find
Use Same Brand
Use Same Line
Dry Shelf Space
pe
2
Is Front Page
ms

FIG.8D

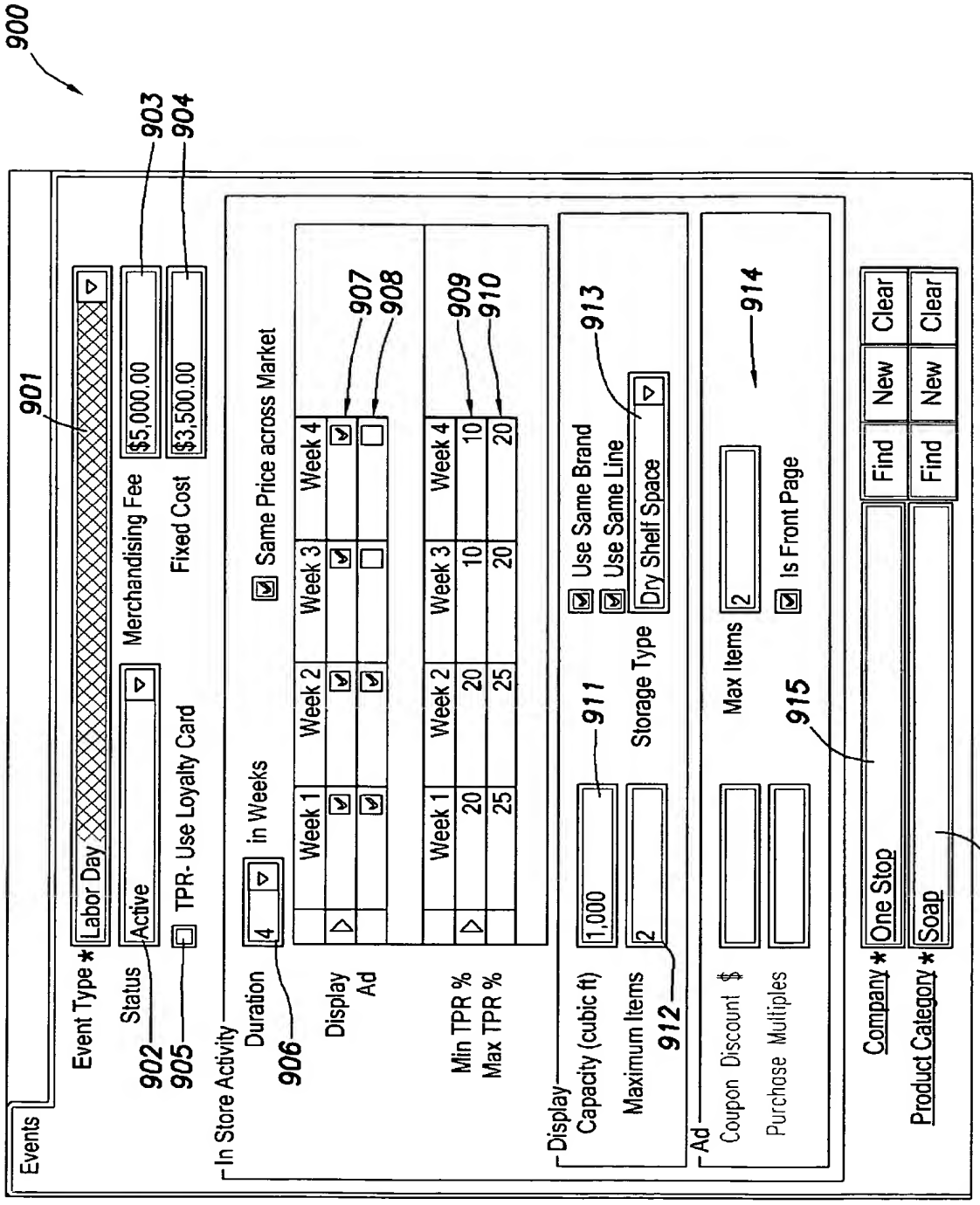

900
901
903
904
Events
Event Type *
Labor Day
Status
Active
902
905
TPR- Use Loyalty Card
Merchandising Fee
$5,000.00
Fixed Cost
$3,500.00
In Store Activity
Duration
4
in Weeks
906
Same Price across Market
Week 1
Week 2
Week 3
Week 4
Display
Ad
907
908
Min TPR %
Max TPR %
909
910
20
25
10
20
Display
Capacity (cubic ft)
1,000
911
Maximum Items
2
912
Use Same Brand
Use Same Line
913
Storage Type
Dry Shelf Space
Ad
Coupon Discount $
Purchase Multiples
Max Items
2
914
915
Is Front Page
Company *
One Stop
Product Category *
Soap
916
Find
New
Clear

FIG.9

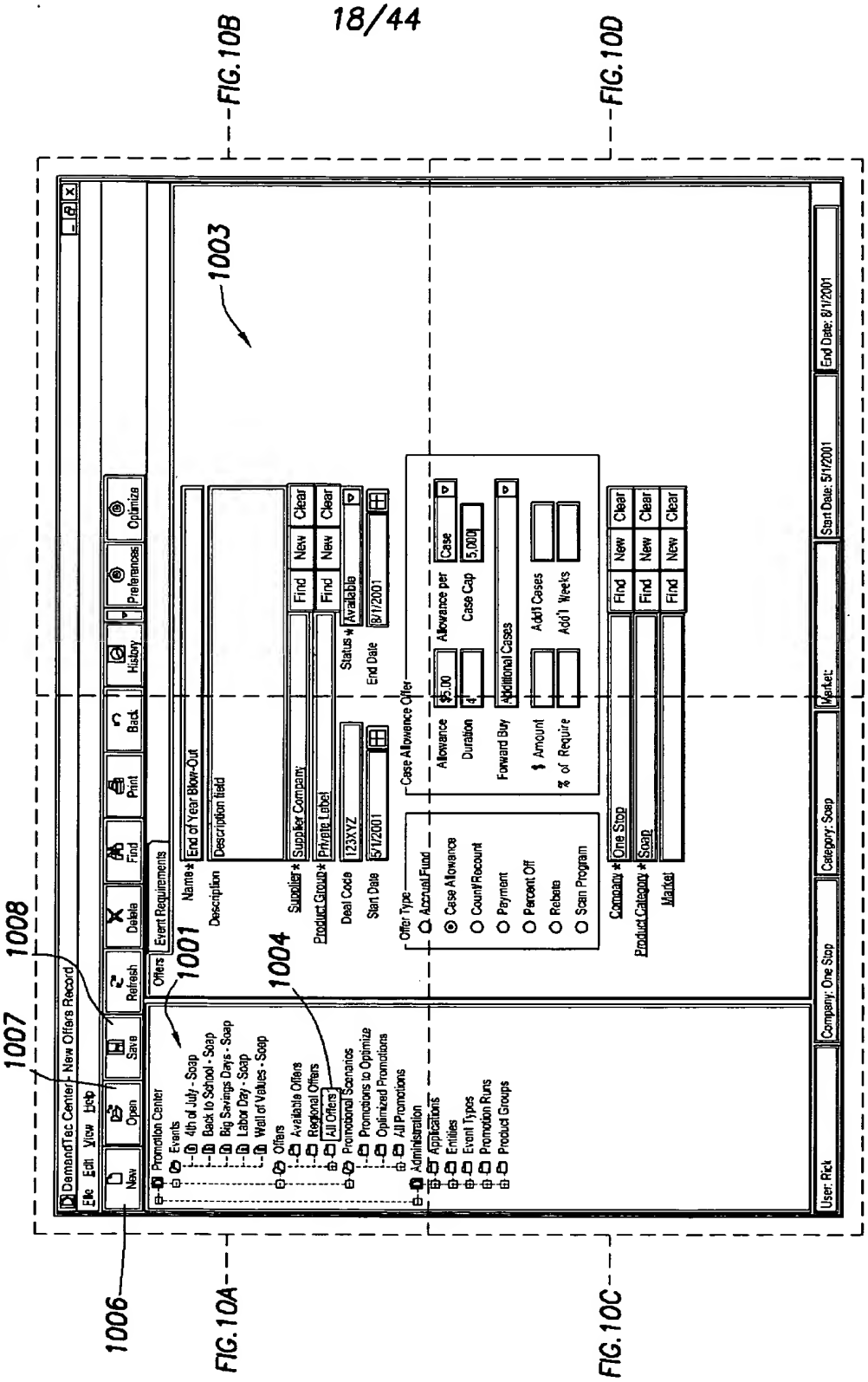

1000
FIG.10B
FIG.10D
1003
1008
1007
1001
1004
1006
FIG.10A
FIG.10C
DemandTec Center - New Offers Record
File Edit View Help
New
Open
Save
Refresh
Delete
Find
Print
Back
History
Preferences
Optimize
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Applications
Entities
Event Types
Promotion Runs
Product Groups
Offers
Event Requirements
Name*
End of Year Blow-Out
Description
Description field
Supplier*
Supplier Company
Product Group*
Private Label
Deal Code
123XYZ
Start Date
5/1/2001
Status*
Available
End Date
8/1/2001
Find
New
Clear
Offer Type
Accrual Fund
Case Allowance
Count/Recount
Payment
Percent Off
Rebate
Scan Program
Case Allowance Offer
Allowance
$5.00
Duration
4
Forward Buy
Additional Cases
Amount
% of Require
Allowance per
Case
Case Cap
5,000
Addl Cases
Addl Weeks
Company*
One Stop
Product Category*
Soap
Market
User: Rick
Company: One Stop
Category: Soap
Market:
Start Date: 5/1/2001
End Date: 8/1/2001

FIG.10

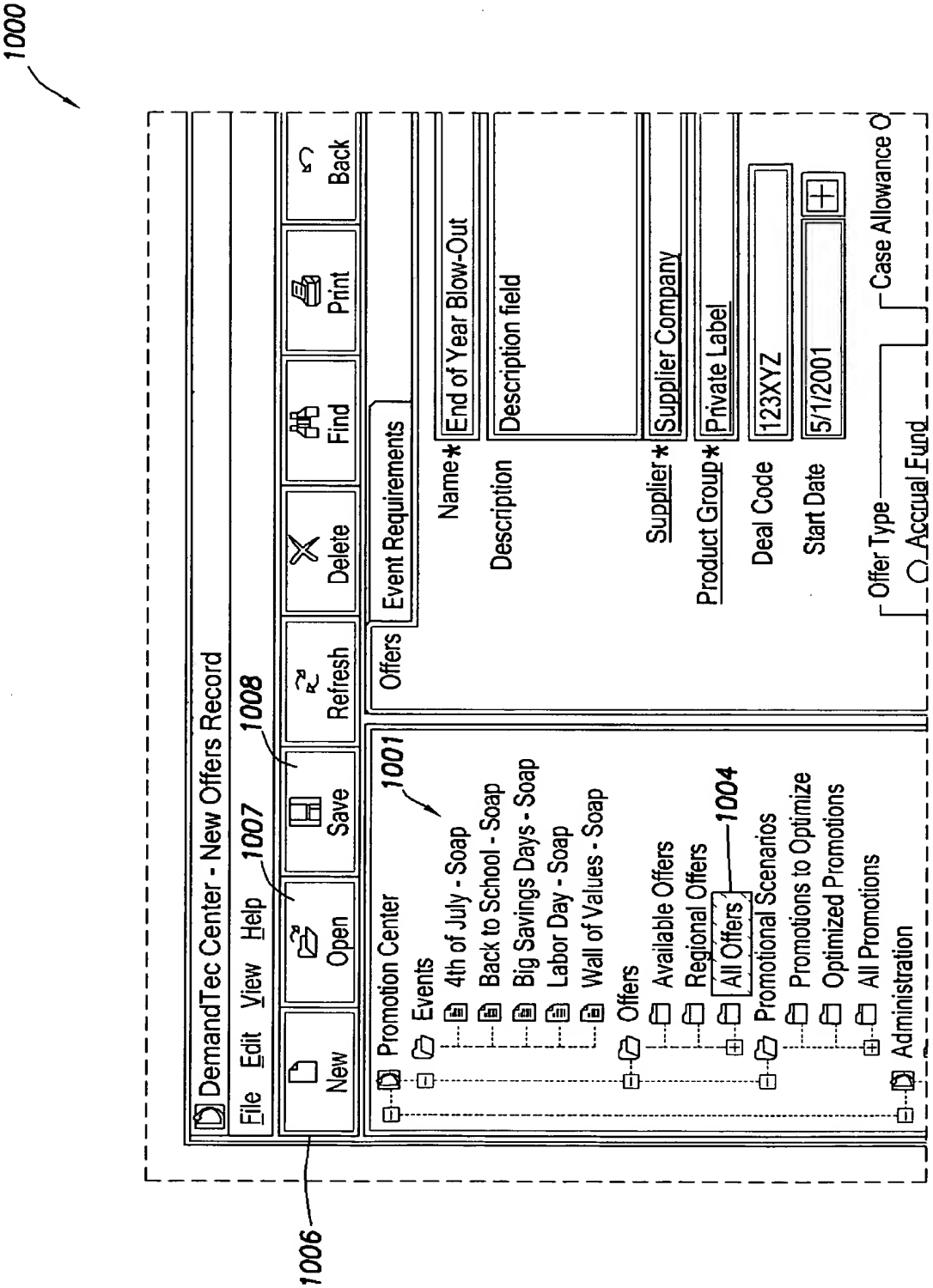

1000
DemandTec Center - New Offers Record
File Edit View Help
1007
1008
New
Open
Save
Refresh
Delete
Find
Print
Back
1001
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
1004
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
1006
Offers
Event Requirements
Name*
End of Year Blow-Out
Description
Description field
Supplier*
Supplier Company
Product Group*
Private Label
Deal Code
123XYZ
Start Date
5/1/2001
Offer Type
Accrual Fund
Case Allowance

FIG. 10A

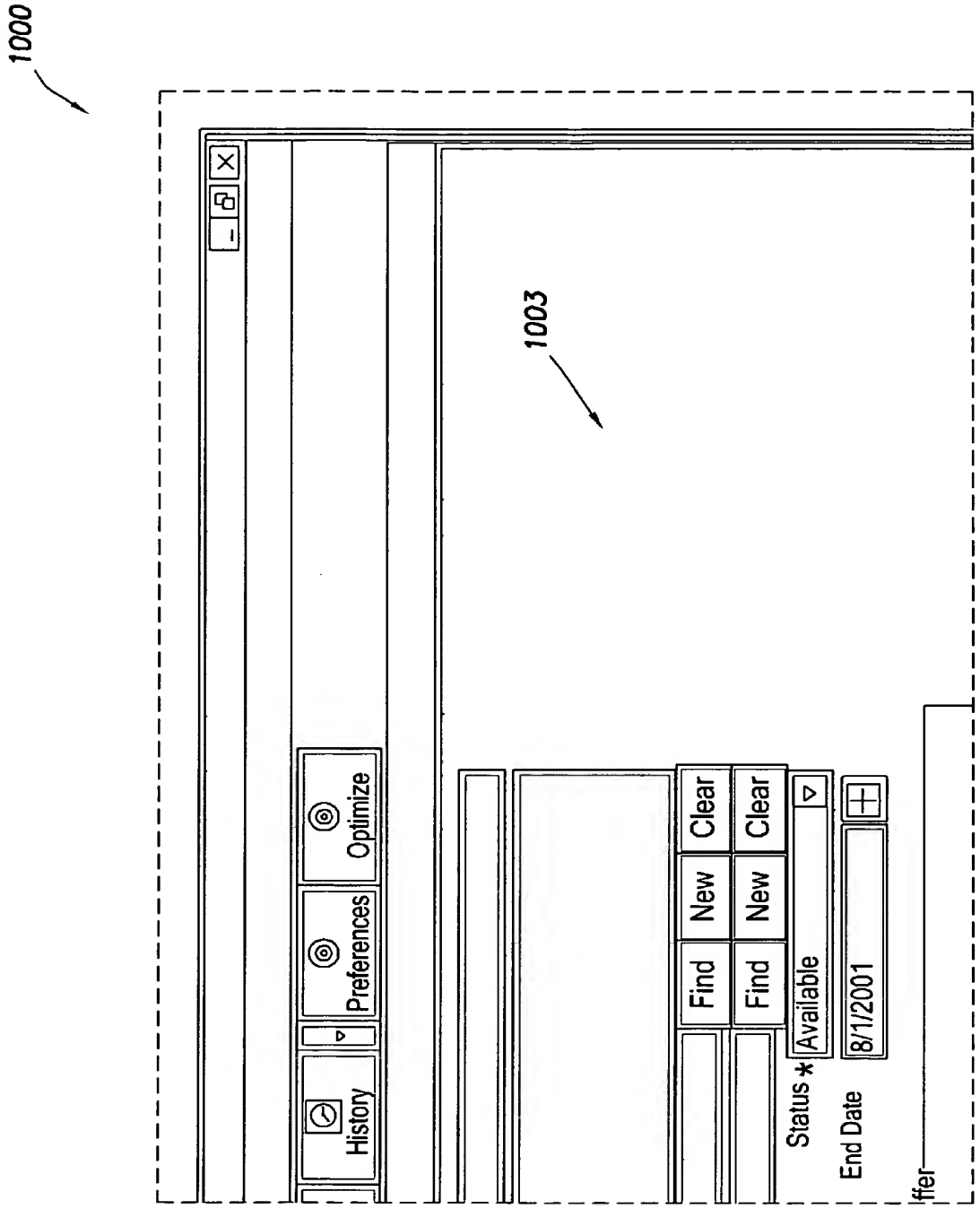

1000
1003
Optimize
Preferences
History
Clear
Clear
New
New
Find
Find
Available
8/1/2001
Status *
End Date
ffer

FIG. 10B

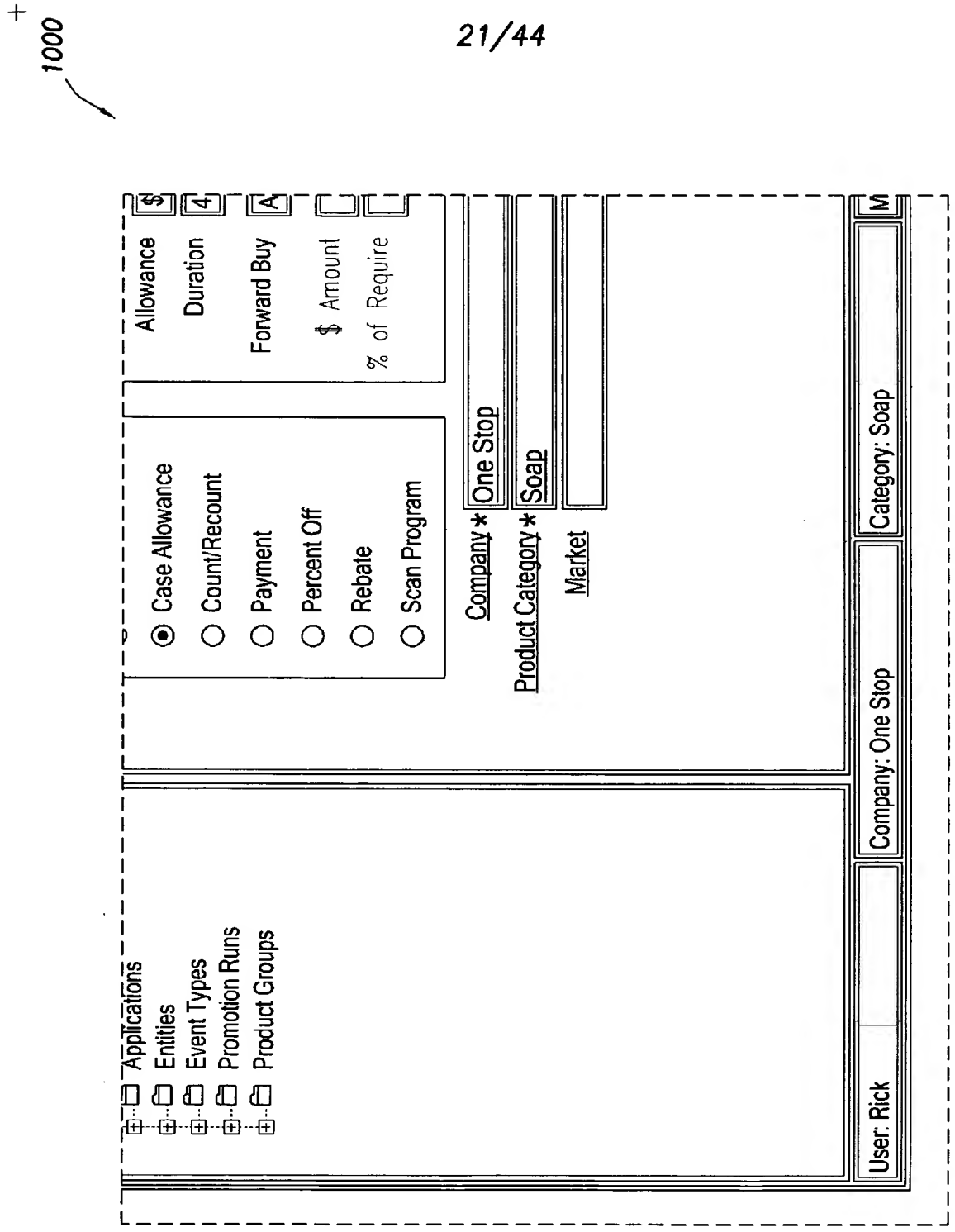

1000
Applications
Entities
Event Types
Promotion Runs
Product Groups
User: Rick
Company: One Stop
Category: Soap
M
Allowance
Duration
Forward Buy
$ Amount
% of Require
Case Allowance
Count/Recount
Payment
Percent Off
Rebate
Scan Program
Company *
One Stop
Product Category *
Soap
Market

FIG. 10C

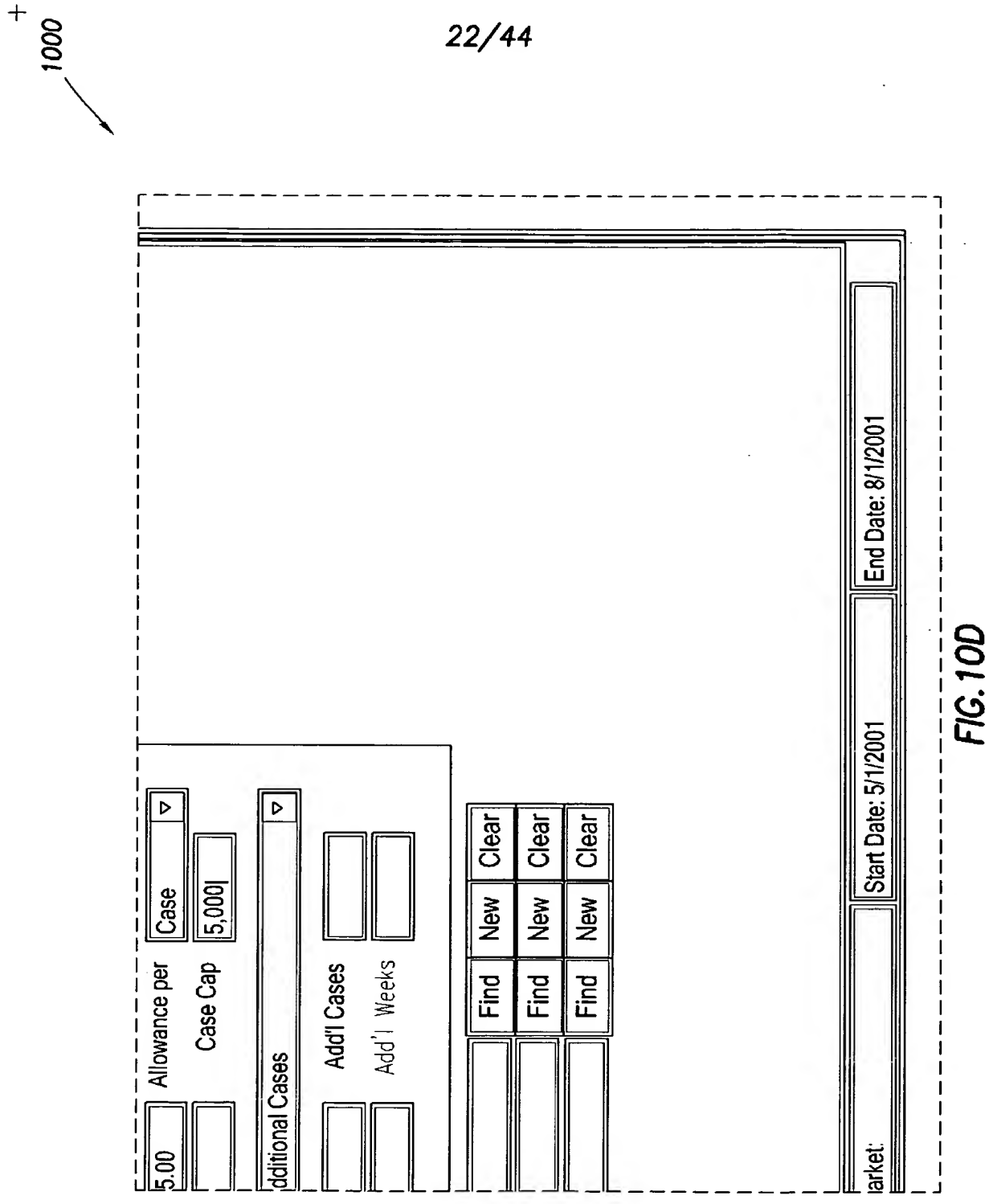

1000
End Date: 8/1/2001
Start Date: 5/1/2001
larket:
Clear
Clear
Clear
New
New
New
Find
Find
Find
Add'l Weeks
Add'l Cases
dditional Cases
Case
5,000
Case Cap
Allowance per
5.00

FIG. 10D

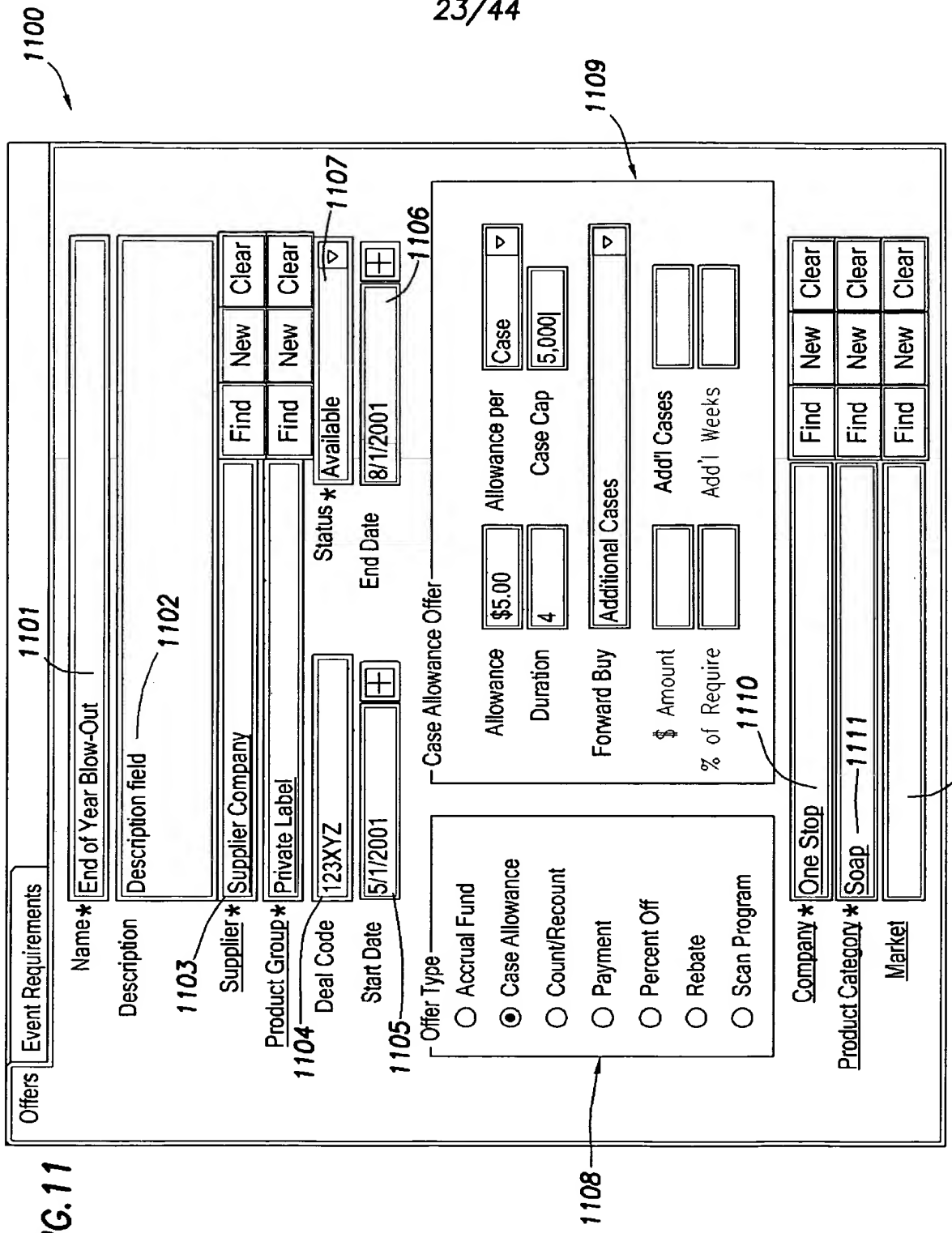

1100
1101
1102
1103
1104
1105
1106
1107
1108
1109
1110
1111
1112
Offers
Event Requirements
Name*
End of Year Blow-Out
Description
Description field
Supplier*
Supplier Company
Product Group*
Private Label
Deal Code
123XYZ
Start Date
5/1/2001
Status*
Available
End Date
8/1/2001
Find
New
Clear
Case Allowance Offer
Allowance
$5.00
Duration
4
Forward Buy
Additional Cases
$ Amount
% of Require
Allowance per
Case
Case Cap
5,000
Add'l Cases
Add'l Weeks
Offer Type
Accrual Fund
Case Allowance
Count/Recount
Payment
Percent Off
Rebate
Scan Program
Company*
One Stop
Product Category*
Soap
Market

FIG.11

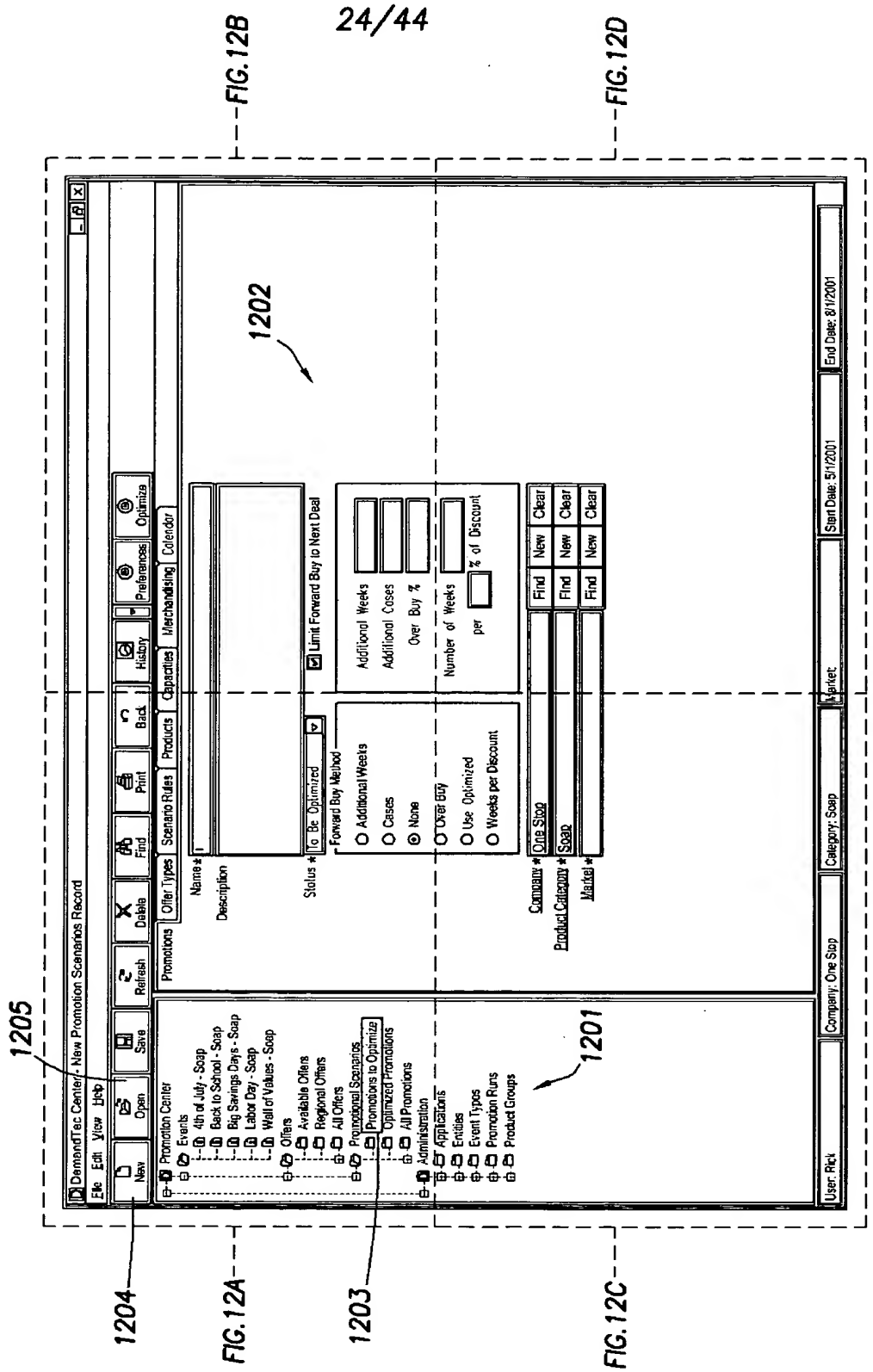

1200
FIG.12B
FIG.12D
1202
1205
1201
1204
1203
FIG.12A
FIG.12C
DemandTec Center - New Promotion Scenarios Record
File Edit View Help
New
Open
Save
Refresh
Delete
Find
Print
Back
History
Preferences
Optimize
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Applications
Entities
Event Types
Promotion Runs
Product Groups
Name *
Description
Status *
To Be Optimized
Limit Forward Buy to Next Deal
Forward Buy Method
Additional Weeks
Cases
None
Over Buy
Use Optimized
Weeks per Discount
Additional Weeks
Additional Cases
Over Buy %
Number of Weeks
per
% of Discount
Company *
One Stop
Product Category *
Soap
Market *
Find
New
Clear
User: Rick
Company: One Stop
Category: Soap
Market:
Start Date: 5/1/2001
End Date: 8/1/2001

FIG.12

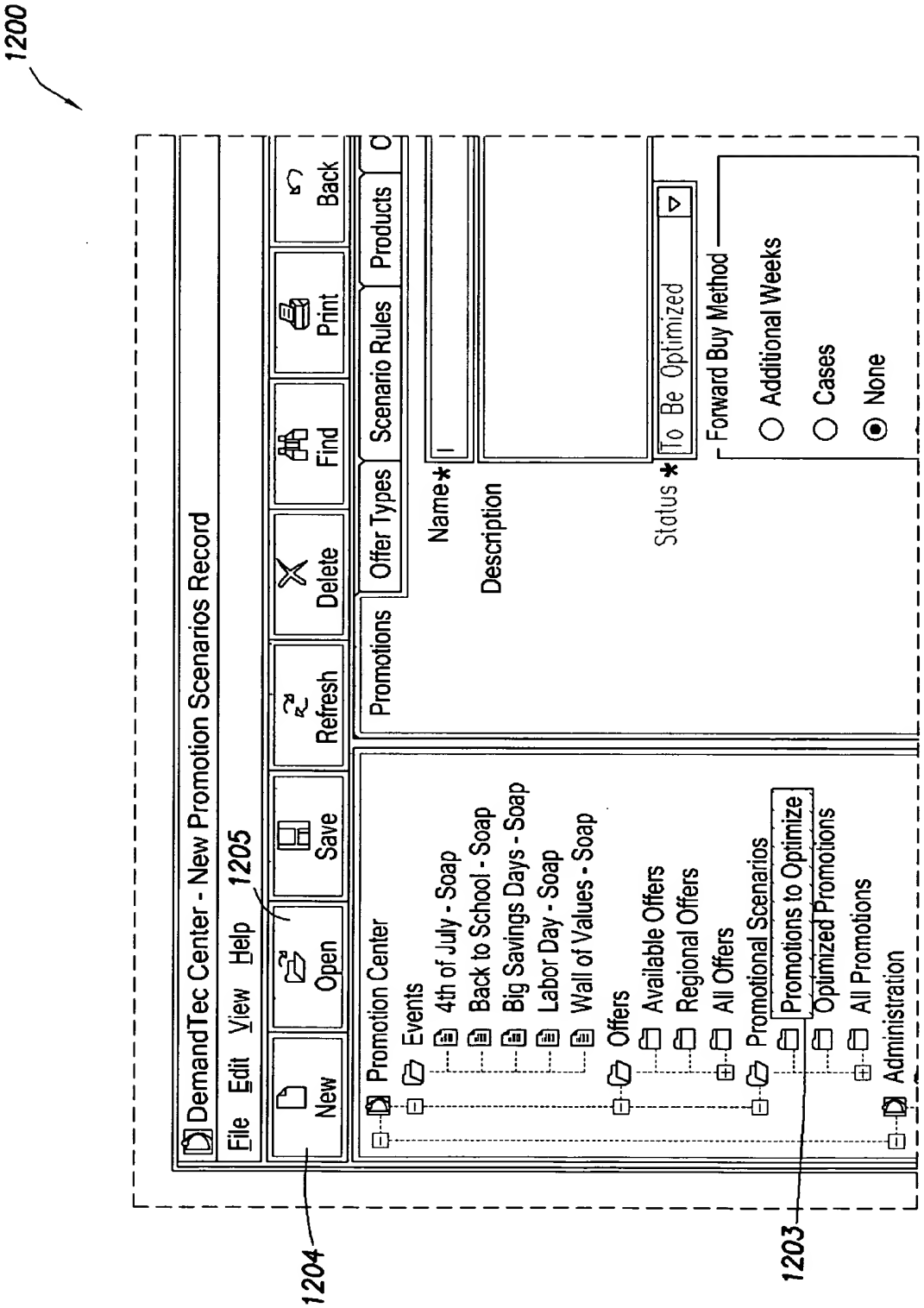

1200
DemandTec Center - New Promotion Scenarios Record
File Edit View Help
1205
New
Open
Save
Refresh
Delete
Find
Print
Back
Promotions
Offer Types
Scenario Rules
Products
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Name*
Description
Status *
To Be Optimized
Forward Buy Method
Additional Weeks
Cases
None
1204
1203

FIG. 12A

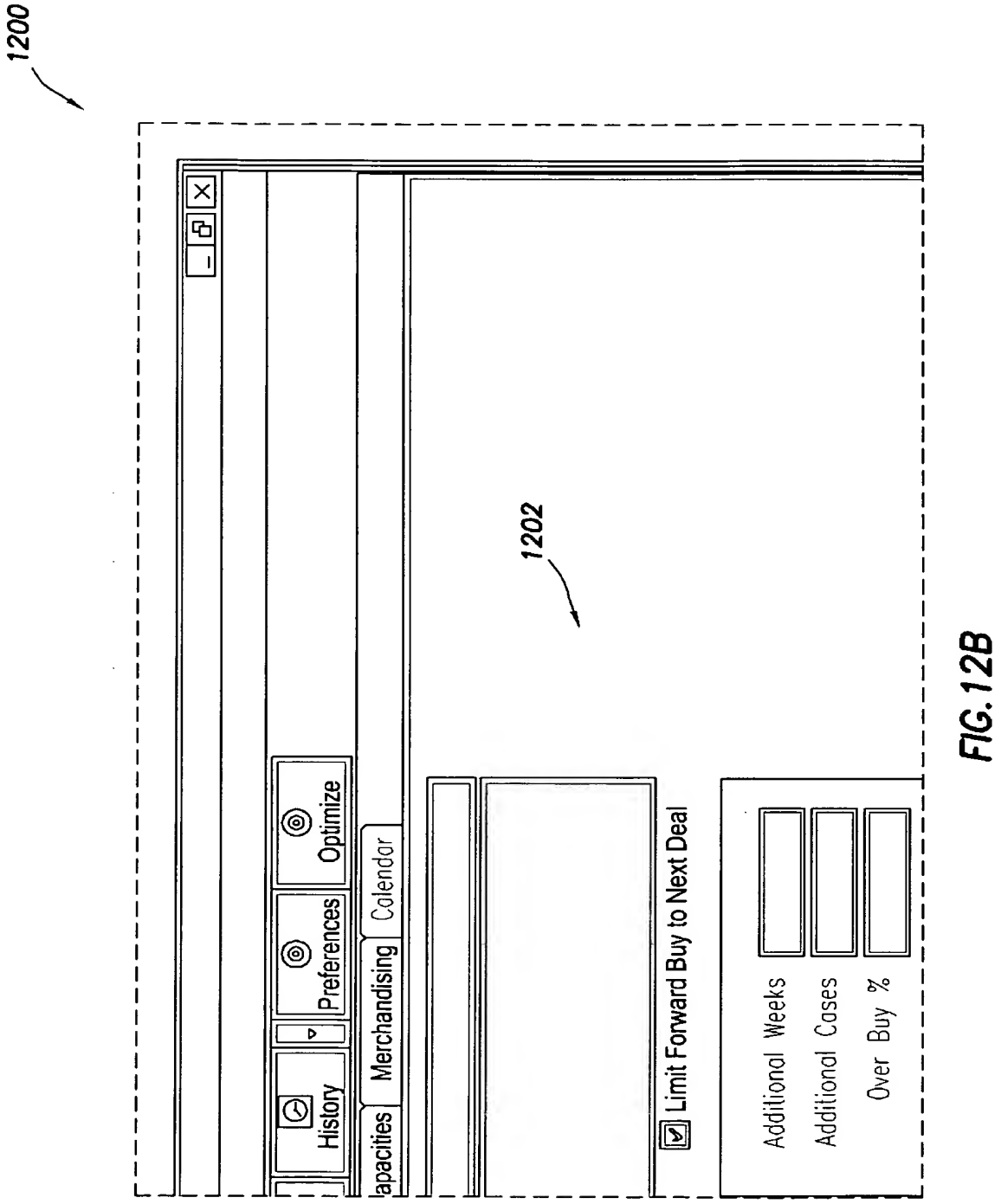

1200
1202
Optimize
Preferences
Calendar
Merchandising
History
apacities
Limit Forward Buy to Next Deal
Additional Weeks
Additional Cases
Over Buy %

FIG. 12B

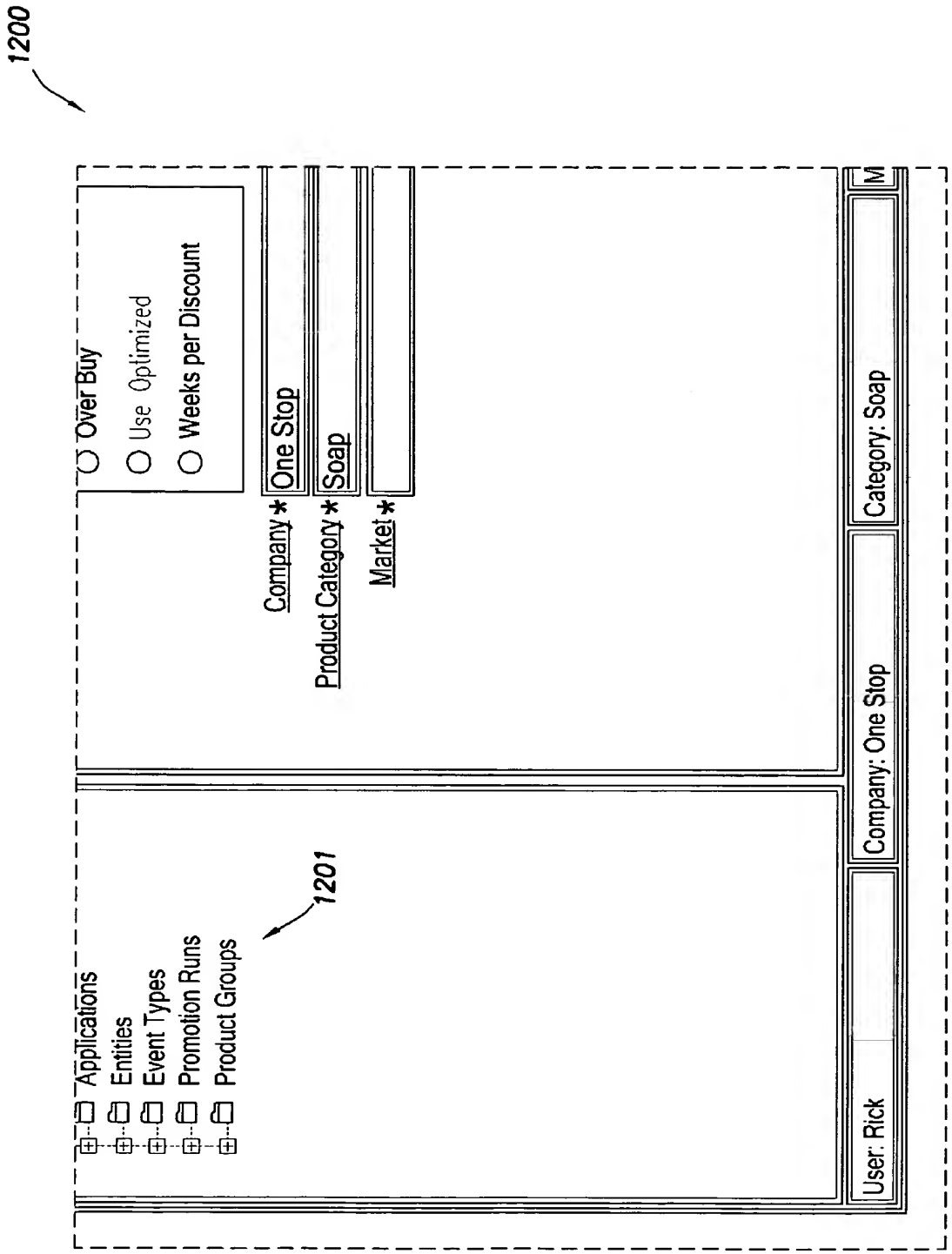

1200
Over Buy
Use Optimized
Weeks per Discount
Company *
One Stop
Product Category *
Soap
Market *
Category: Soap
Company: One Stop
User: Rick
1201
Applications
Entities
Event Types
Promotion Runs
Product Groups

FIG. 12C

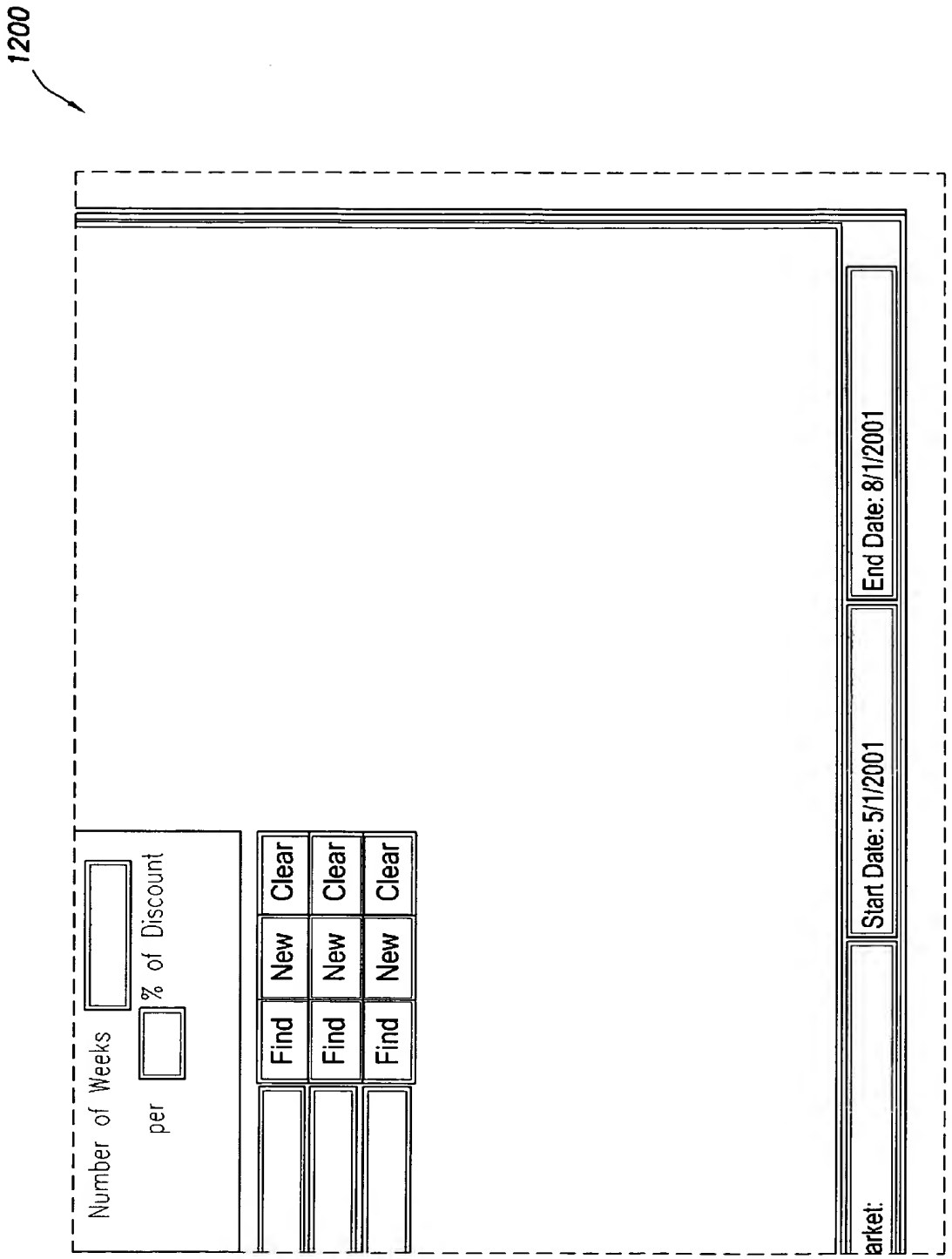

1200
Number of Weeks
per
% of Discount
Find
New
Clear
Find
New
Clear
Find
New
Clear
Start Date: 5/1/2001
End Date: 8/1/2001
arket:

FIG. 12D

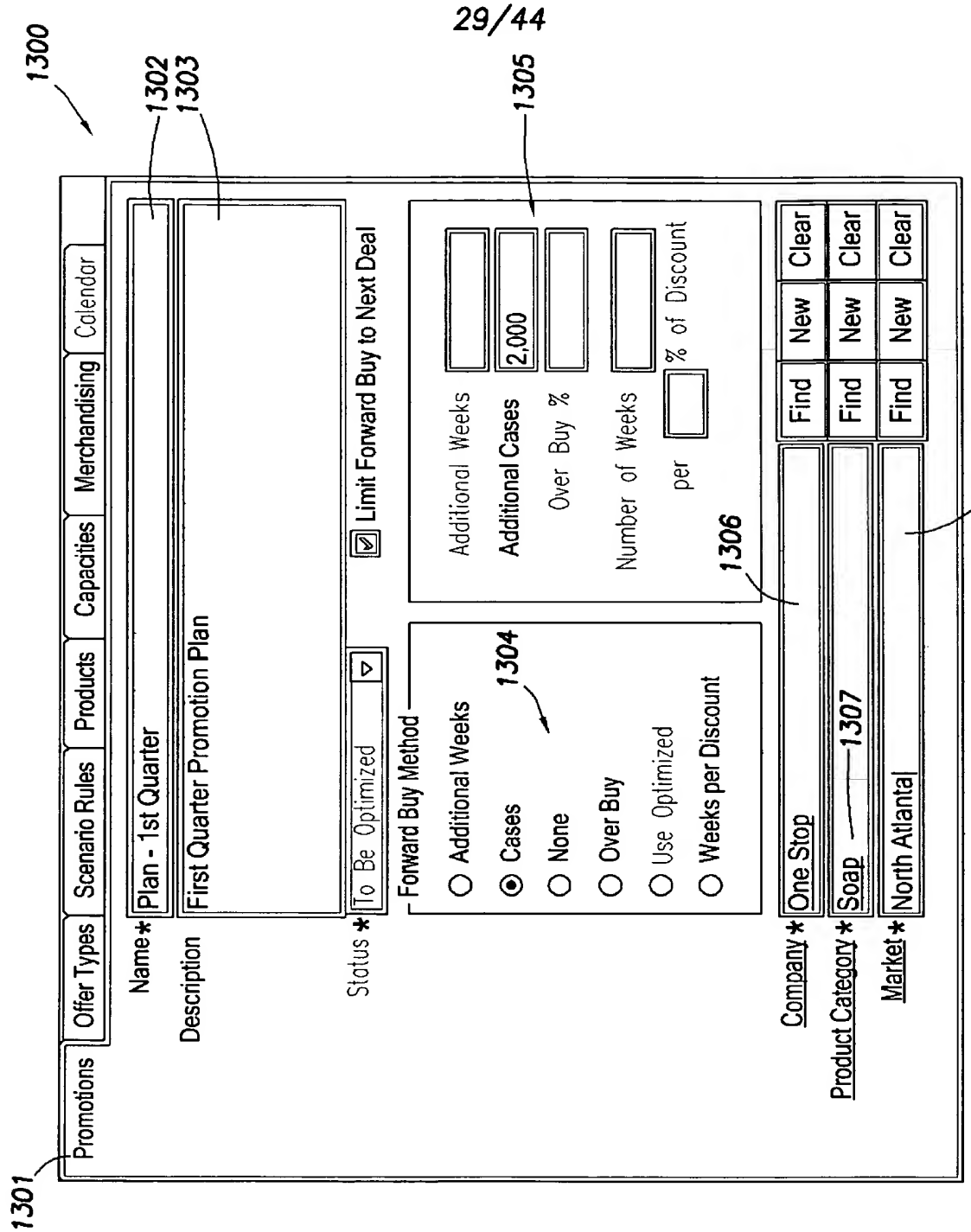

1300
1302
1303
1305
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
Name *
Plan - 1st Quarter
Description
First Quarter Promotion Plan
Status *
To Be Optimized
Limit Forward Buy to Next Deal
Forward Buy Method
Additional Weeks
Cases
None
Over Buy
Use Optimized
Weeks per Discount
1304
Additional Weeks
Additional Cases
2,000
Over Buy %
Number of Weeks
per
% of Discount
1306
Company *
One Stop
Product Category *
Soap
1307
Market *
North Atlanta
Find
New
Clear
1308
1301

FIG. 13

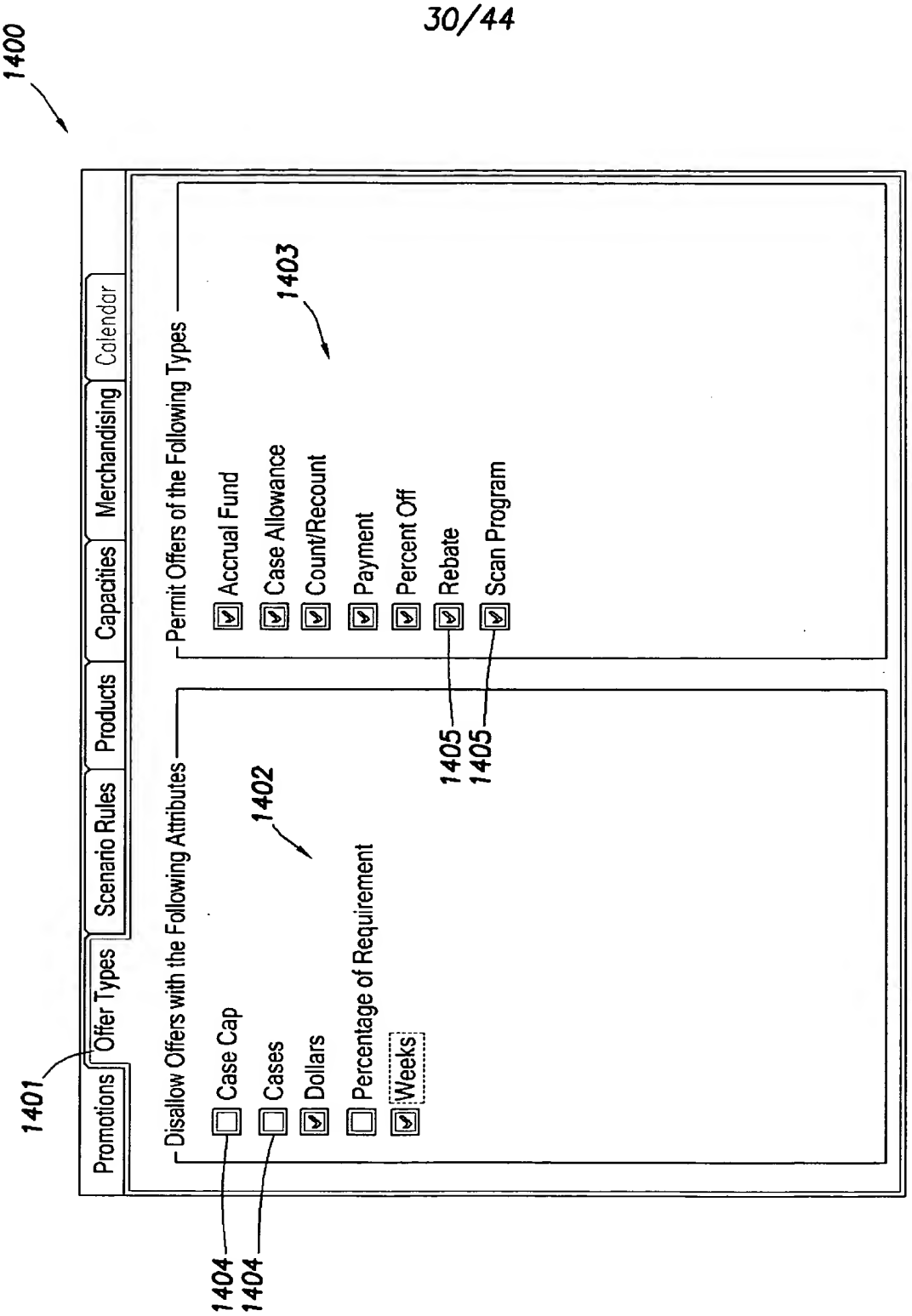

1400
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
1401
Disallow Offers with the Following Attributes
Case Cap
Cases
Dollars
Percentage of Requirement
Weeks
1402
1404
1404
Permit Offers of the Following Types
Accrual Fund
Case Allowance
Count/Recount
Payment
Percent Off
Rebate
Scan Program
1403
1405
1405

FIG. 14

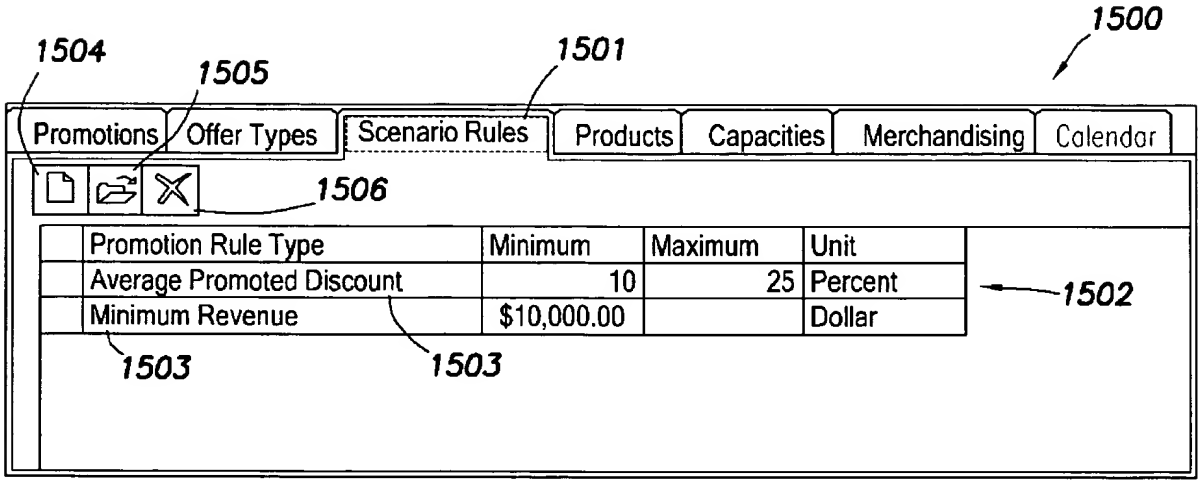

1500
1504
1505
1501
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
1506
Promotion Rule Type
Minimum
Maximum
Unit
Average Promoted Discount
10
25
Percent
Minimum Revenue
$10,000.00
Dollar
1502
1503
1503

FIG. 15

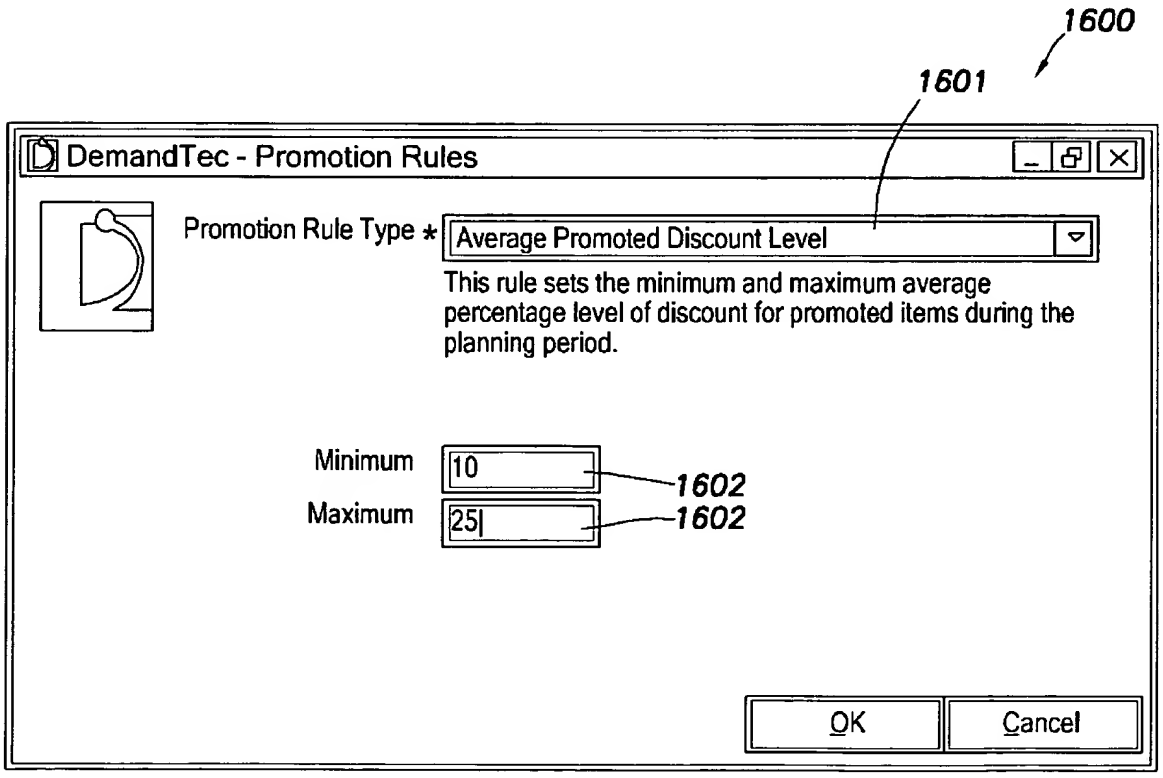

1600
1601
DemandTec - Promotion Rules
Promotion Rule Type *
Average Promoted Discount Level
This rule sets the minimum and maximum average percentage level of discount for promoted items during the planning period.
Minimum
10
1602
Maximum
25
1602
OK
Cancel

FIG. 16

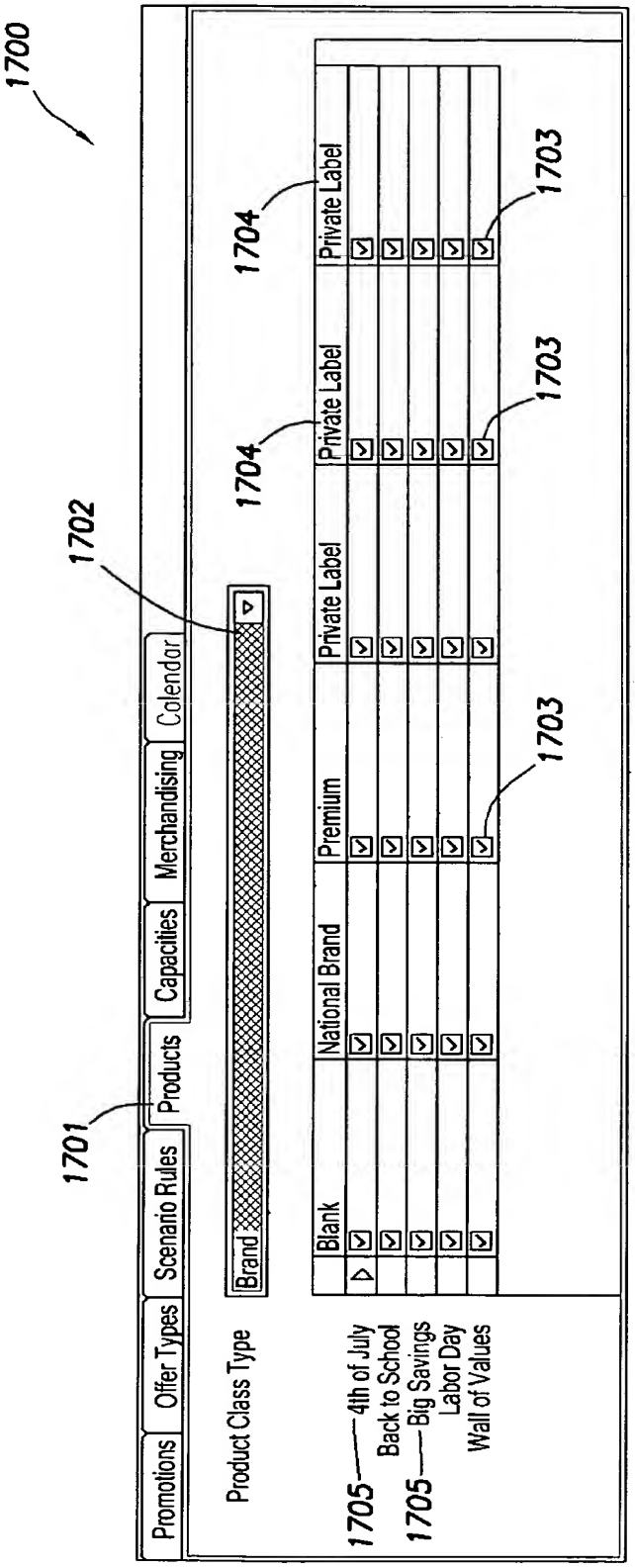

1700
1701
1702
1703
1704
1705
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
Product Class Type
Brand
Blank
National Brand
Premium
Private Label
Private Label
Private Label
4th of July
Back to School
Big Savings
Labor Day
Wall of Values

FIG.17

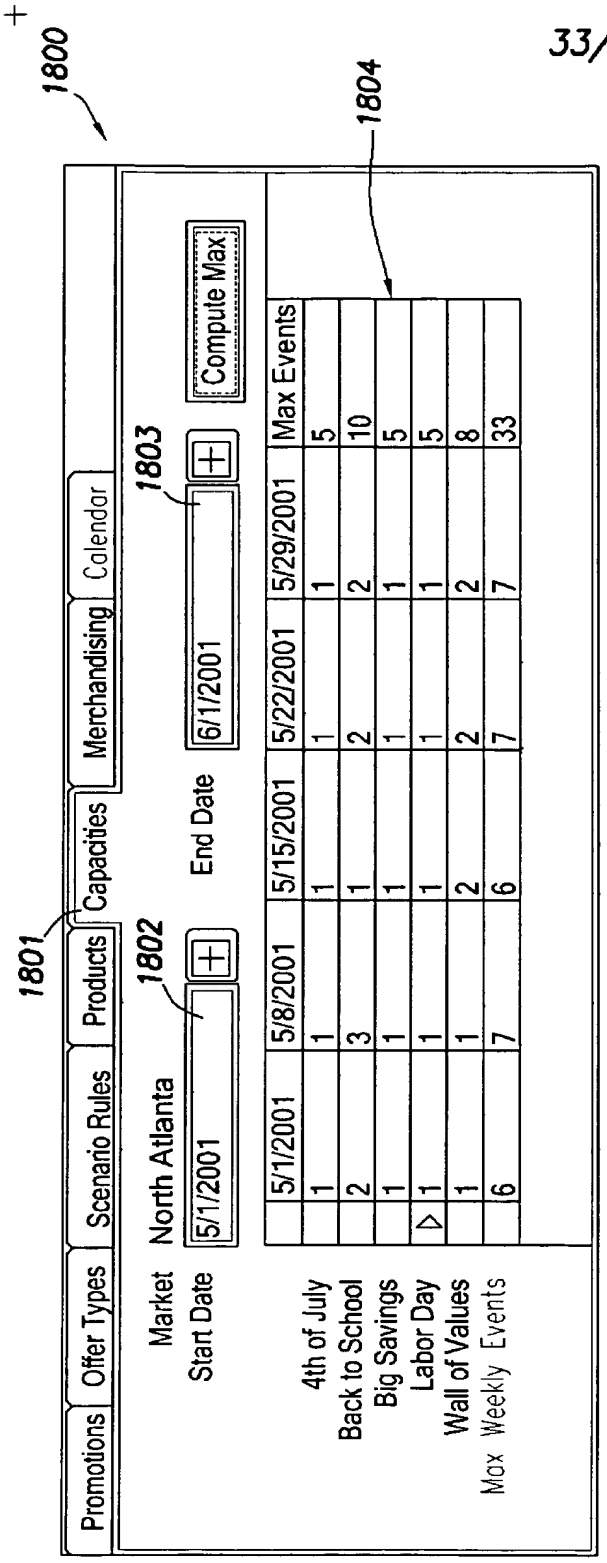

1800
1801
1802
1803
1804
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
Market
North Atlanta
Start Date
5/1/2001
End Date
6/1/2001
Compute Max
4th of July
Back to School
Big Savings
Labor Day
Wall of Values
Max Weekly Events
5/1/2001
5/8/2001
5/15/2001
5/22/2001
5/29/2001
Max Events

FIG.18

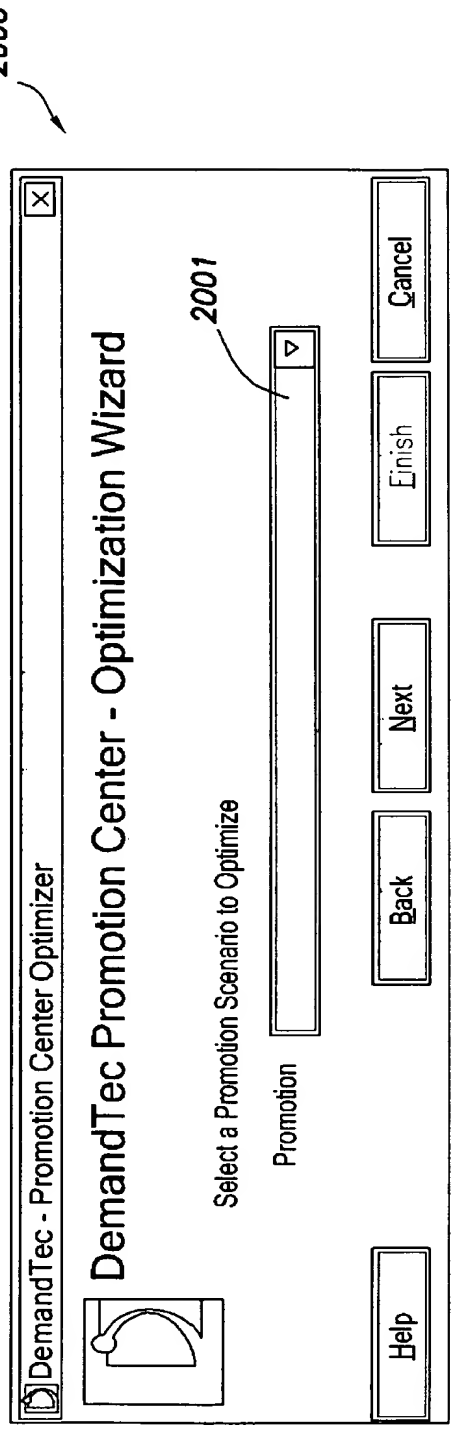

2000
2001
DemandTec - Promotion Center Optimizer
DemandTec Promotion Center - Optimization Wizard
Select a Promotion Scenario to Optimize
Promotion
Help
Back
Next
Finish
Cancel

FIG.20

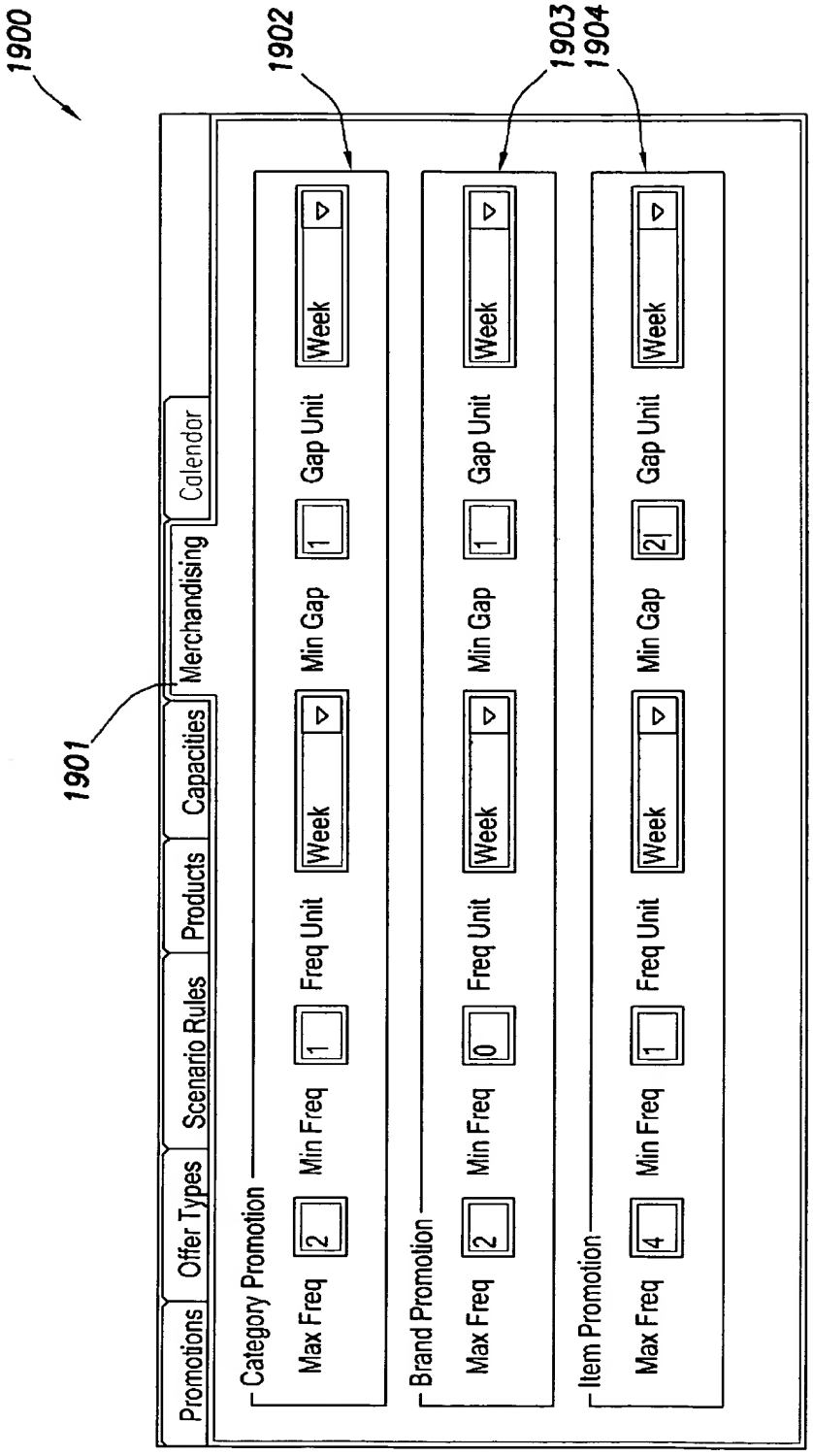
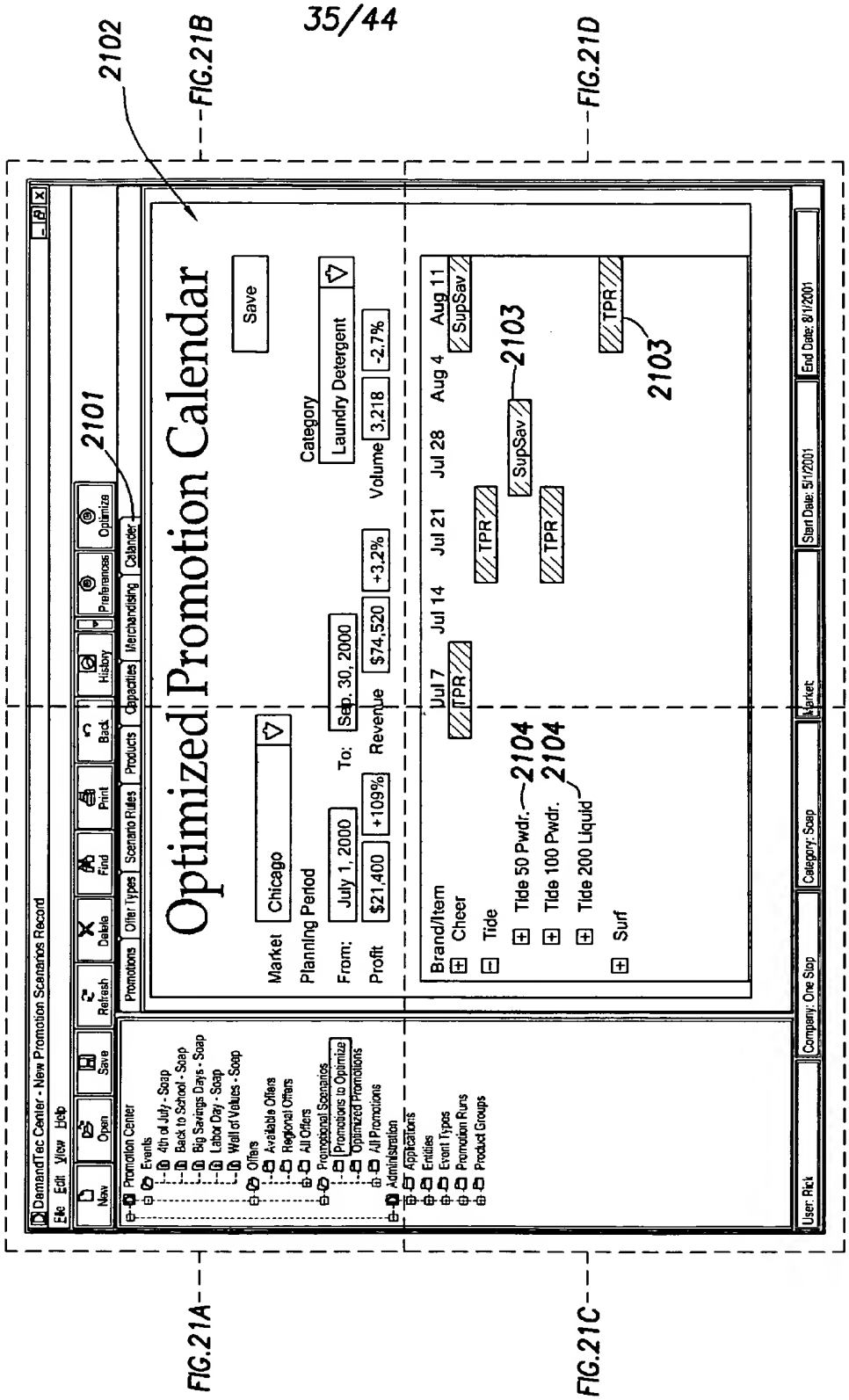

1900
1902
1903
1904
1901
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
Category Promotion
Max Freq 2
Min Freq 1
Freq Unit Week
Min Gap 1
Gap Unit Week
Brand Promotion
Max Freq 2
Min Freq 0
Freq Unit Week
Min Gap 1
Gap Unit Week
Item Promotion
Max Freq 4
Min Freq 1
Freq Unit Week
Min Gap 2
Gap Unit Week

FIG. 19


2100
2102
FIG.21B
FIG.21D
2101
Optimized Promotion Calendar
Save
Market
Chicago
Planning Period
From:
July 1, 2000
To:
Sep. 30, 2000
Profit
$21,400
+109%
Revenue
$74,520
+3.2%
Category
Laundry Detergent
Volume
3,218
-2.7%
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calander
Brand/Item
Cheer
Tide
Tide 50 Pwdr.
Tide 100 Pwdr.
Tide 200 Liquid
Surf
Jul 7
Jul 14
Jul 21
Jul 28
Aug 4
Aug 11
TPR
SupSav
2103
2104
FIG.21A
FIG.21C
FIG.21

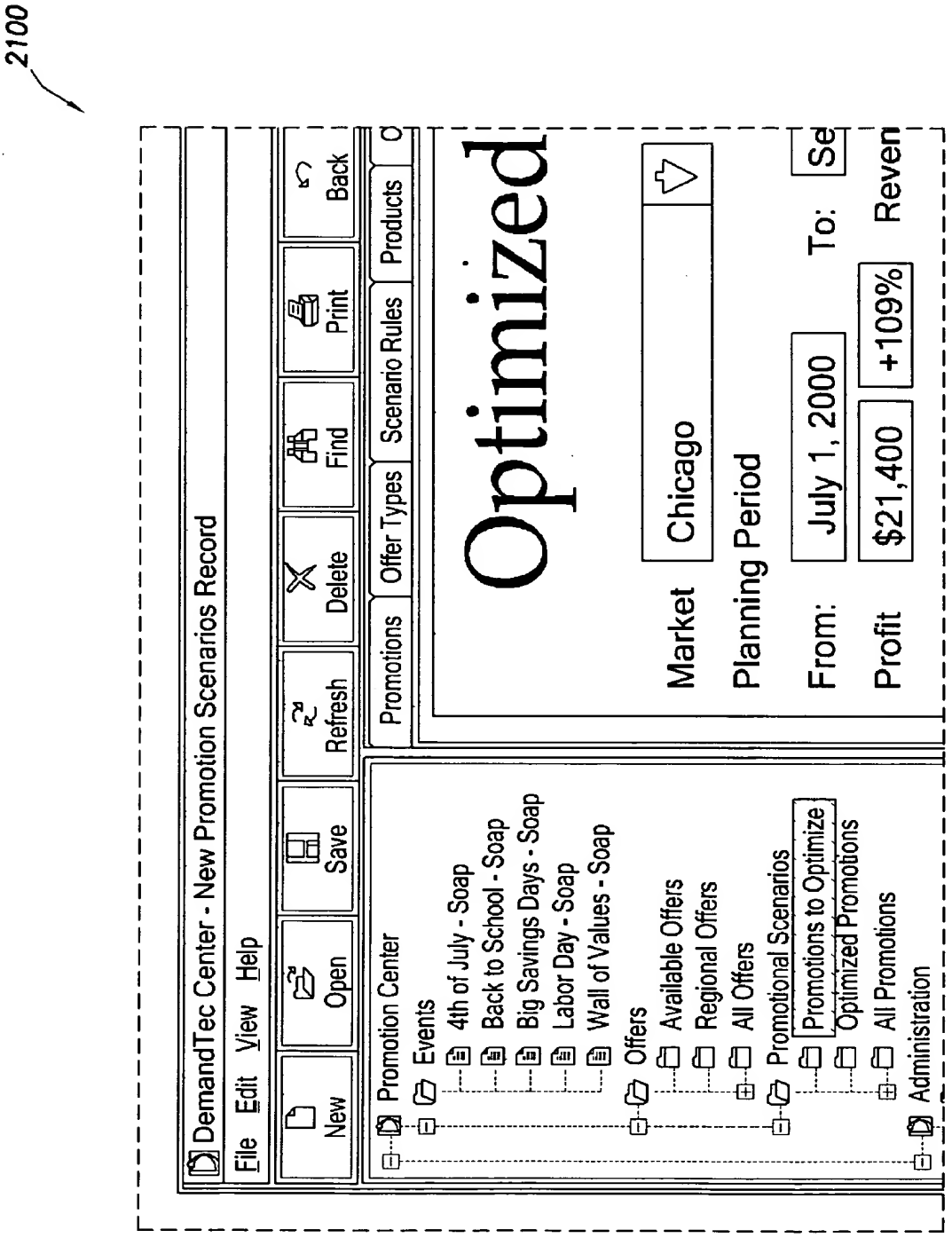

2100
DemandTec Center - New Promotion Scenarios Record
File Edit View Help
New
Open
Save
Refresh
Delete
Find
Print
Back
Promotions
Offer Types
Scenario Rules
Products
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Optimized
Market
Chicago
Planning Period
From:
July 1, 2000
To:
Profit
$21,400
+109%
Reven

FIG.21A

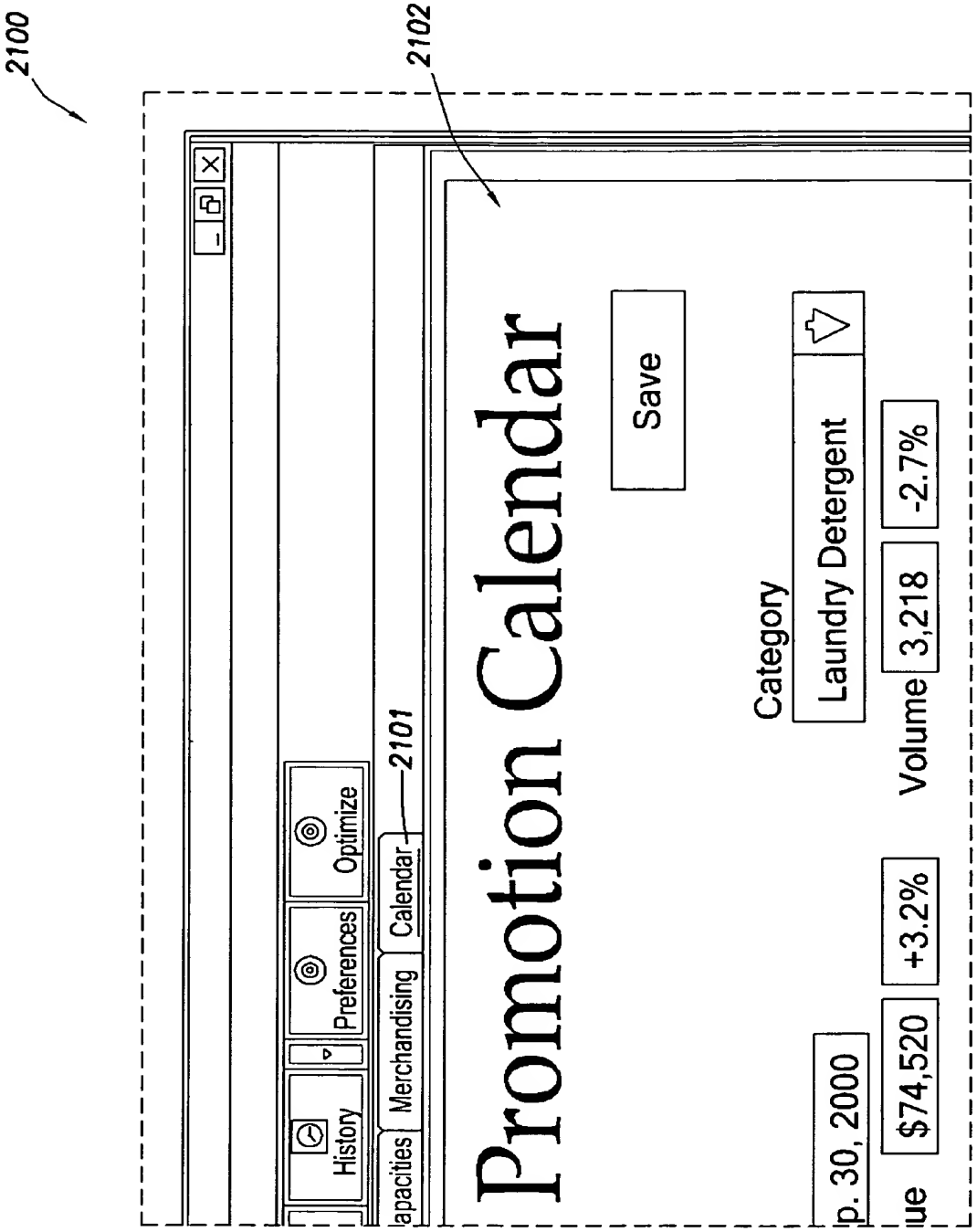

2100
2102
2101
Promotion Calendar
Save
Category
Laundry Detergent
Volume
3,218
-2.7%
+3.2%
$74,520
p. 30, 2000
ue
apacities
History
Preferences
Optimize
Merchandising
Calendar

FIG.21B

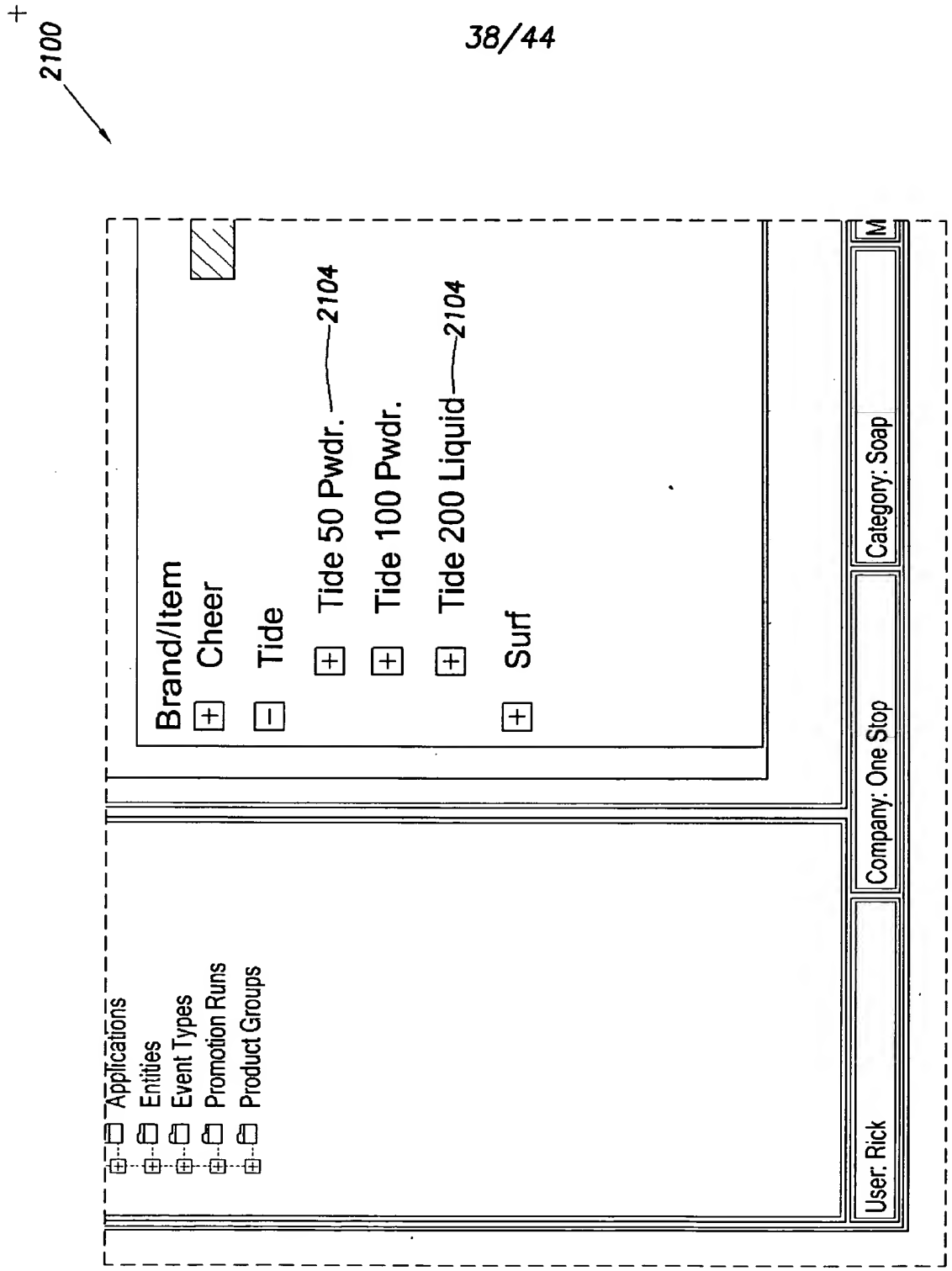

2100
Brand/Item
Cheer
Tide
Tide 50 Pwdr.
2104
Tide 100 Pwdr.
Tide 200 Liquid
2104
Surf
Applications
Entities
Event Types
Promotion Runs
Product Groups
User: Rick
Company: One Stop
Category: Soap

FIG.21C

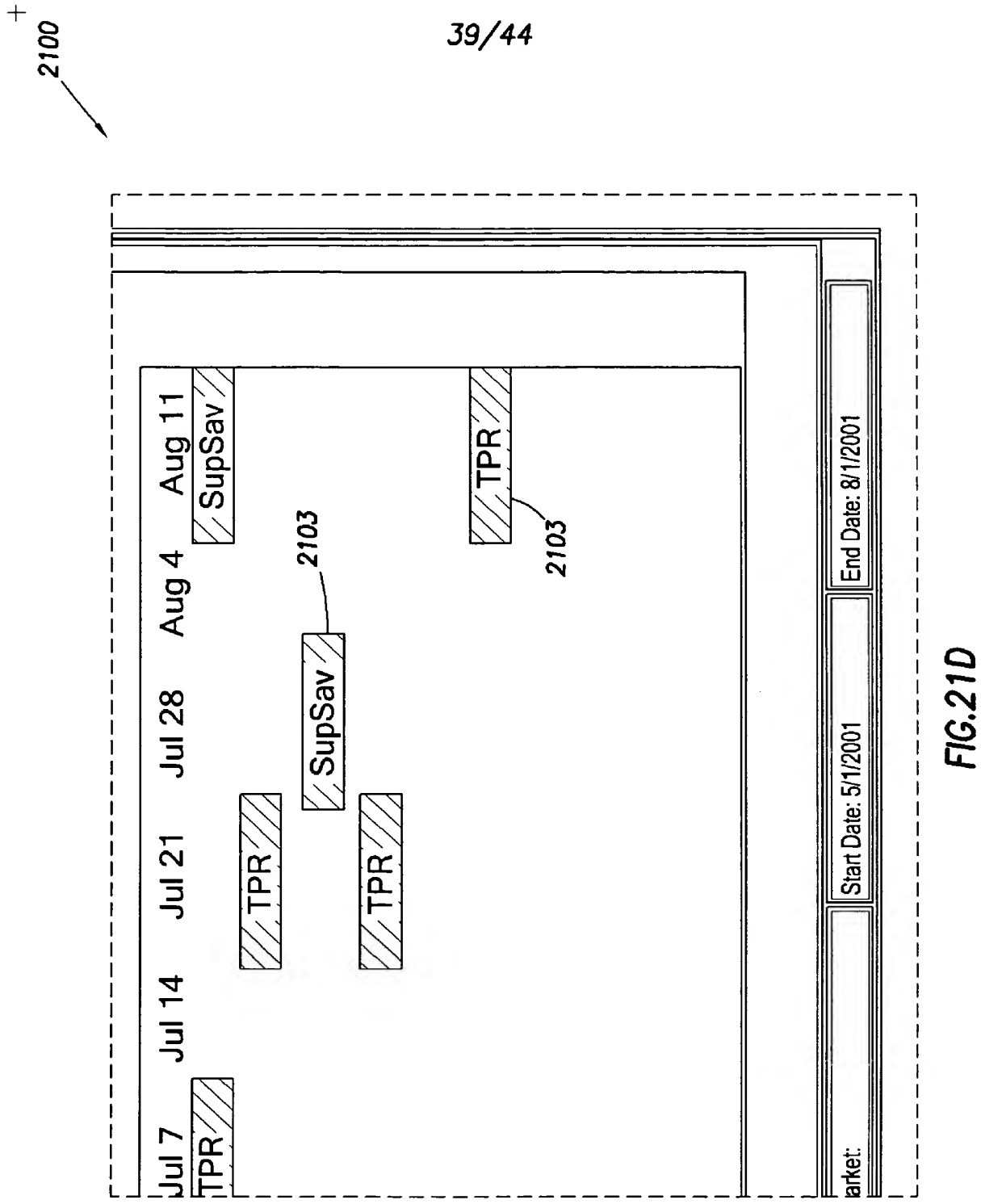

2100
Jul 7
Jul 14
Jul 21
Jul 28
Aug 4
Aug 11
TPR
SupSav
TPR
TPR
SupSav
TPR
2103
2103
Start Date: 5/1/2001
End Date: 8/1/2001

FIG.21D

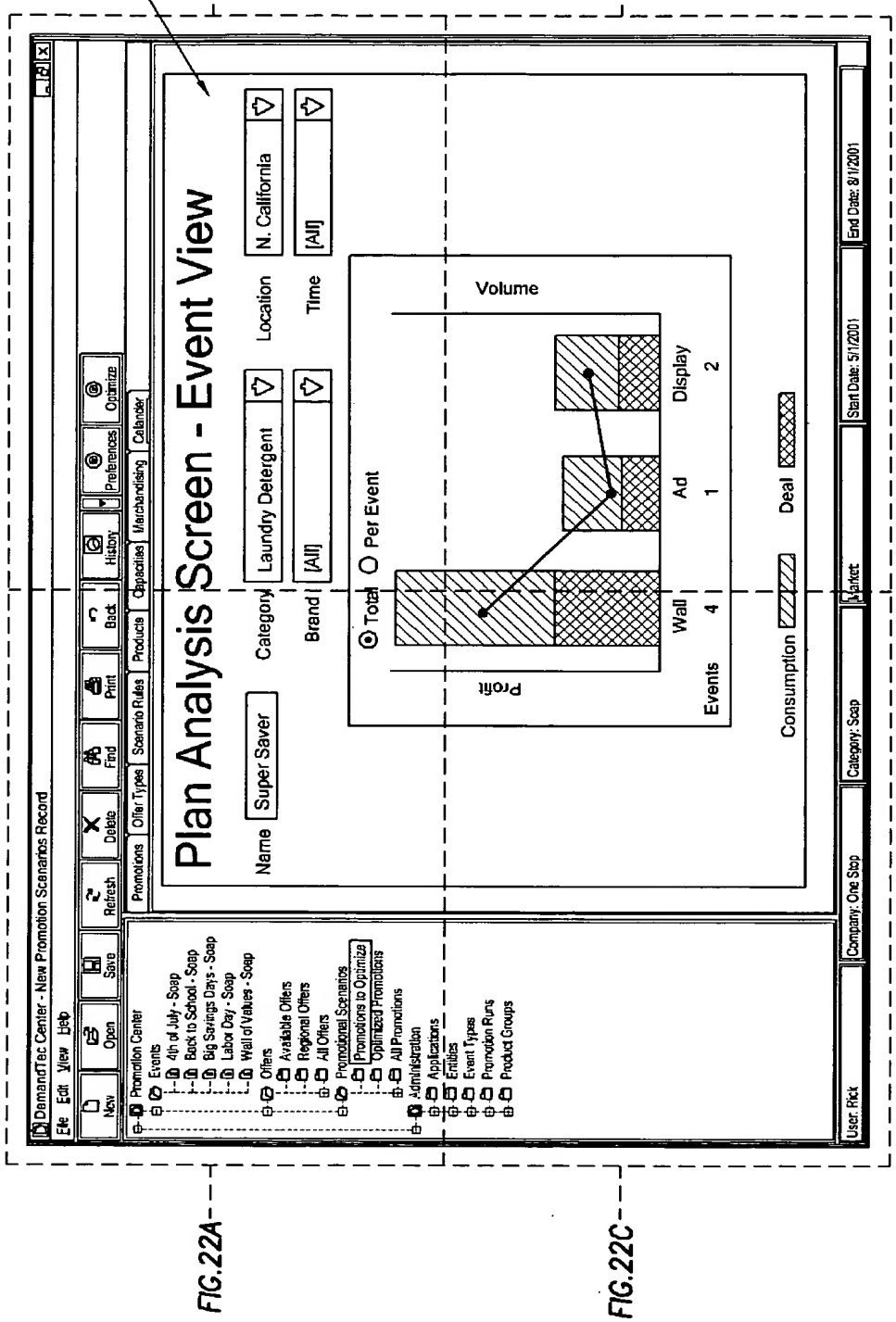

2200
2201
FIG.22B
FIG.22D
FIG.22A
FIG.22C
DemandTec Center - New Promotion Scenarios Record
File Edit View Help
New
Open
Save
Refresh
Delete
Find
Print
Back
History
Preferences
Optimize
Promotions
Offer Types
Scenario Rules
Products
Capacities
Merchandising
Calendar
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Applications
Entities
Event Types
Promotion Runs
Product Groups
Plan Analysis Screen - Event View
Name
Super Saver
Category
Laundry Detergent
Brand
[All]
Location
N. California
Time
[All]
Total
Per Event
Volume
Profit
Events
Wall
4
Ad
1
Display
2
Consumption
Deal
Market
Start Date: 5/1/2001
End Date: 8/1/2001
User: Rick
Company: One Stop
Category: Soap

FIG.22

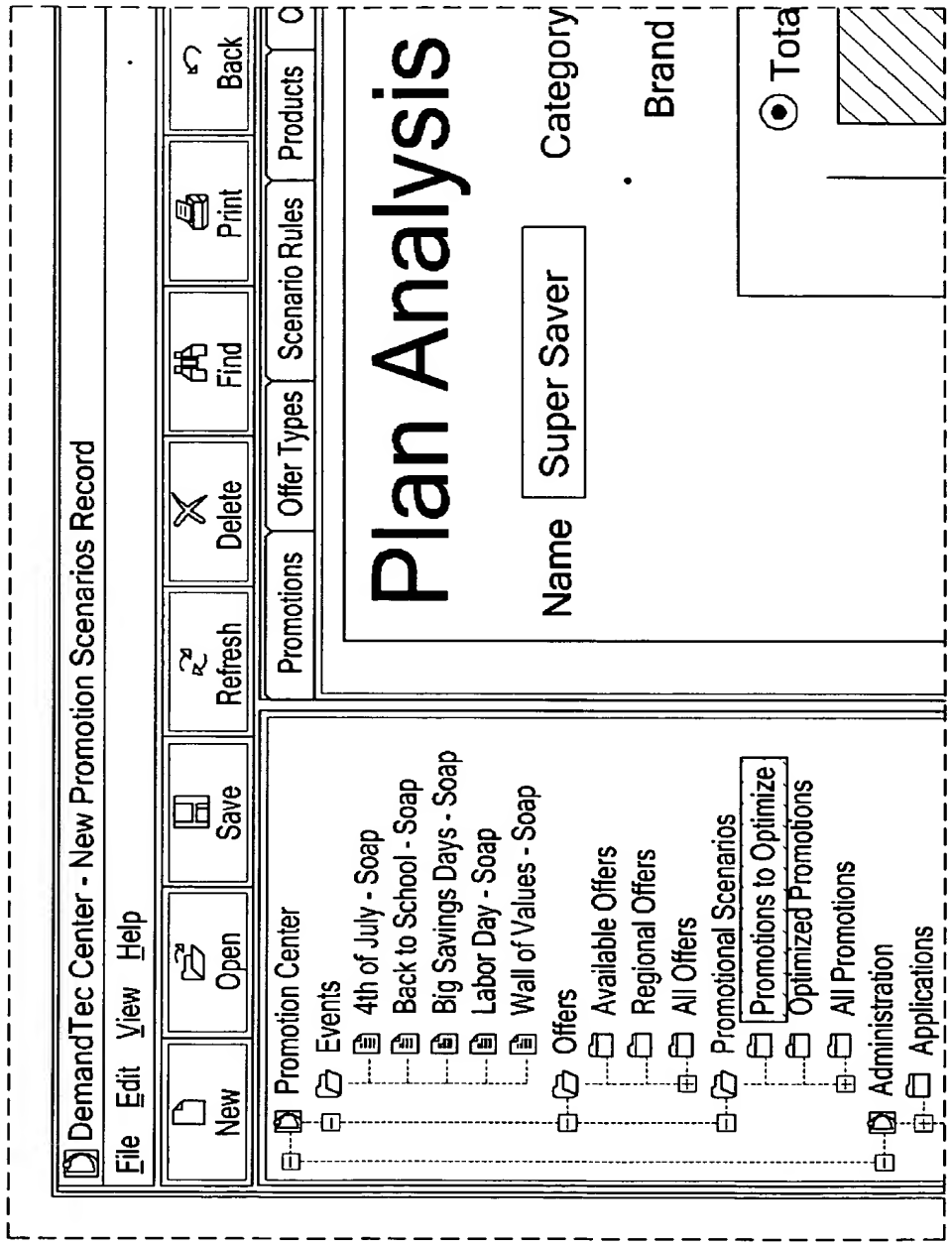

2200
DemandTec Center - New Promotion Scenarios Record
File Edit View Help
New
Open
Save
Refresh
Delete
Find
Print
Back
Promotion Center
Events
4th of July - Soap
Back to School - Soap
Big Savings Days - Soap
Labor Day - Soap
Wall of Values - Soap
Offers
Available Offers
Regional Offers
All Offers
Promotional Scenarios
Promotions to Optimize
Optimized Promotions
All Promotions
Administration
Applications
Promotions
Offer Types
Scenario Rules
Products
Plan Analysis
Name
Super Saver
Category
Brand
Tota

FIG.22A

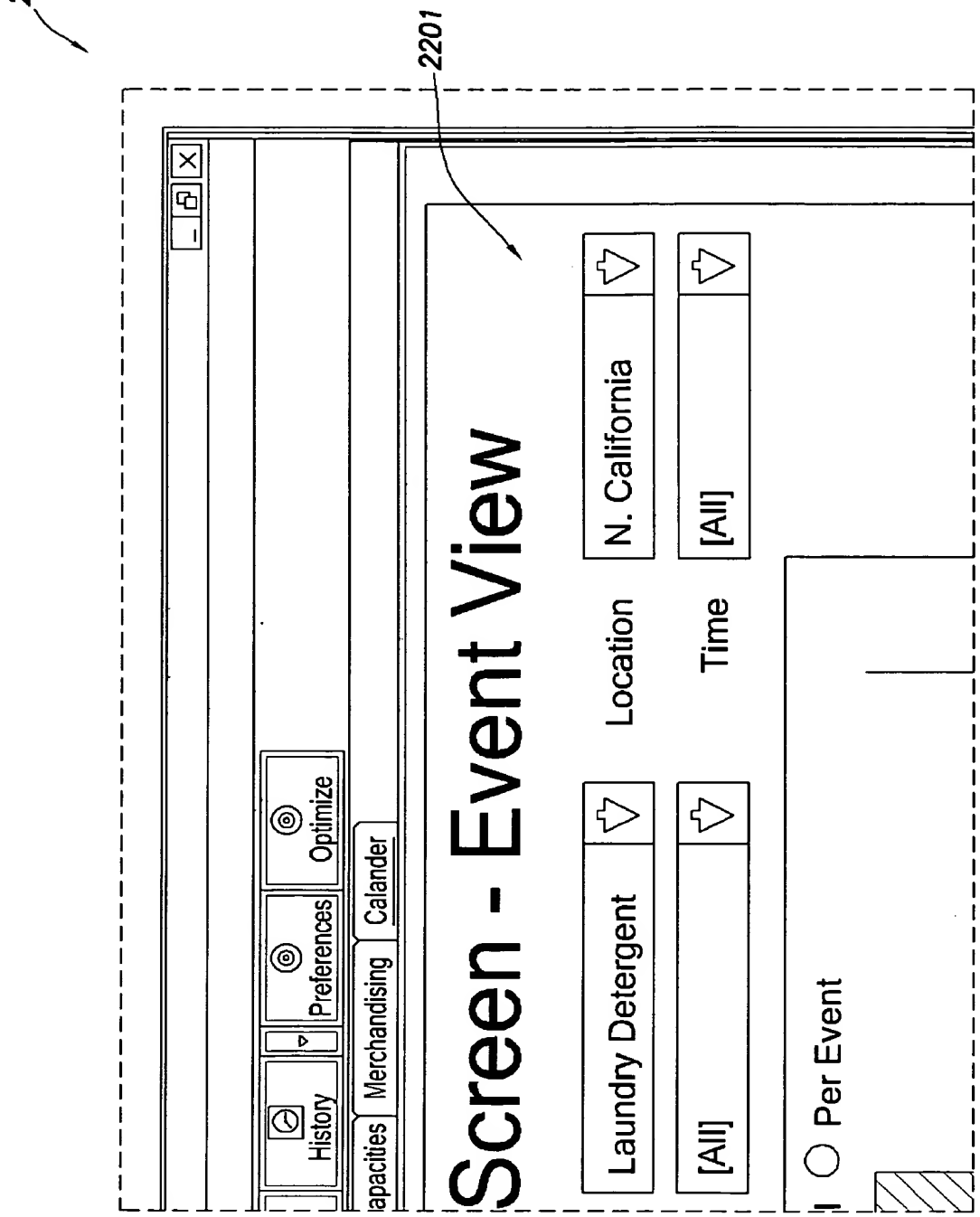

2200
2201
Screen - Event View
Location
N. California
Time
[All]
Laundry Detergent
[All]
Per Event
Optimize
Preferences
Merchandising
Calander
History
apacities

FIG.22B

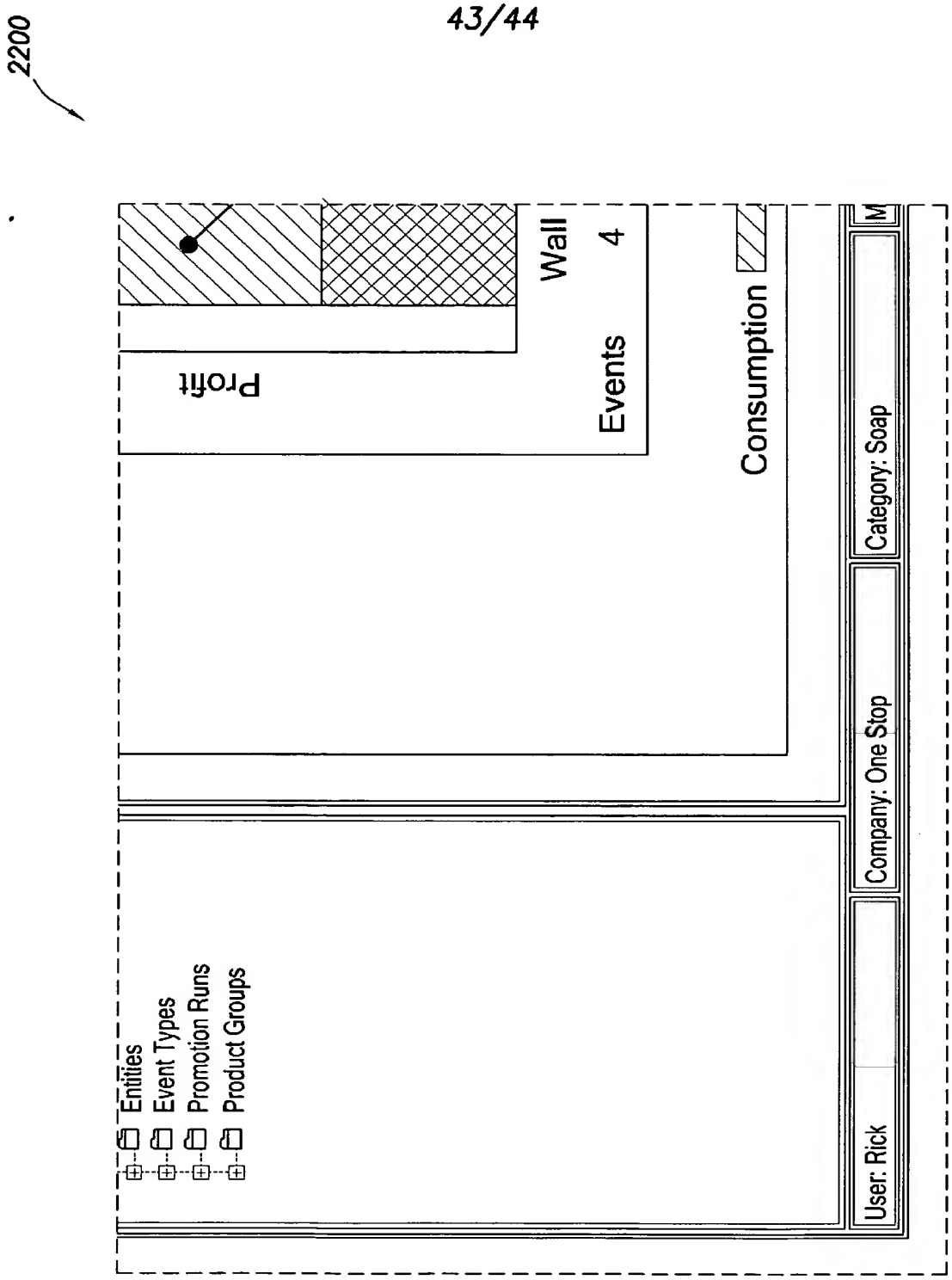

2200
Profit
Wall
4
Events
Consumption
Category: Soap
Company: One Stop
User: Rick
Entities
Event Types
Promotion Runs
Product Groups

FIG.22C

2200

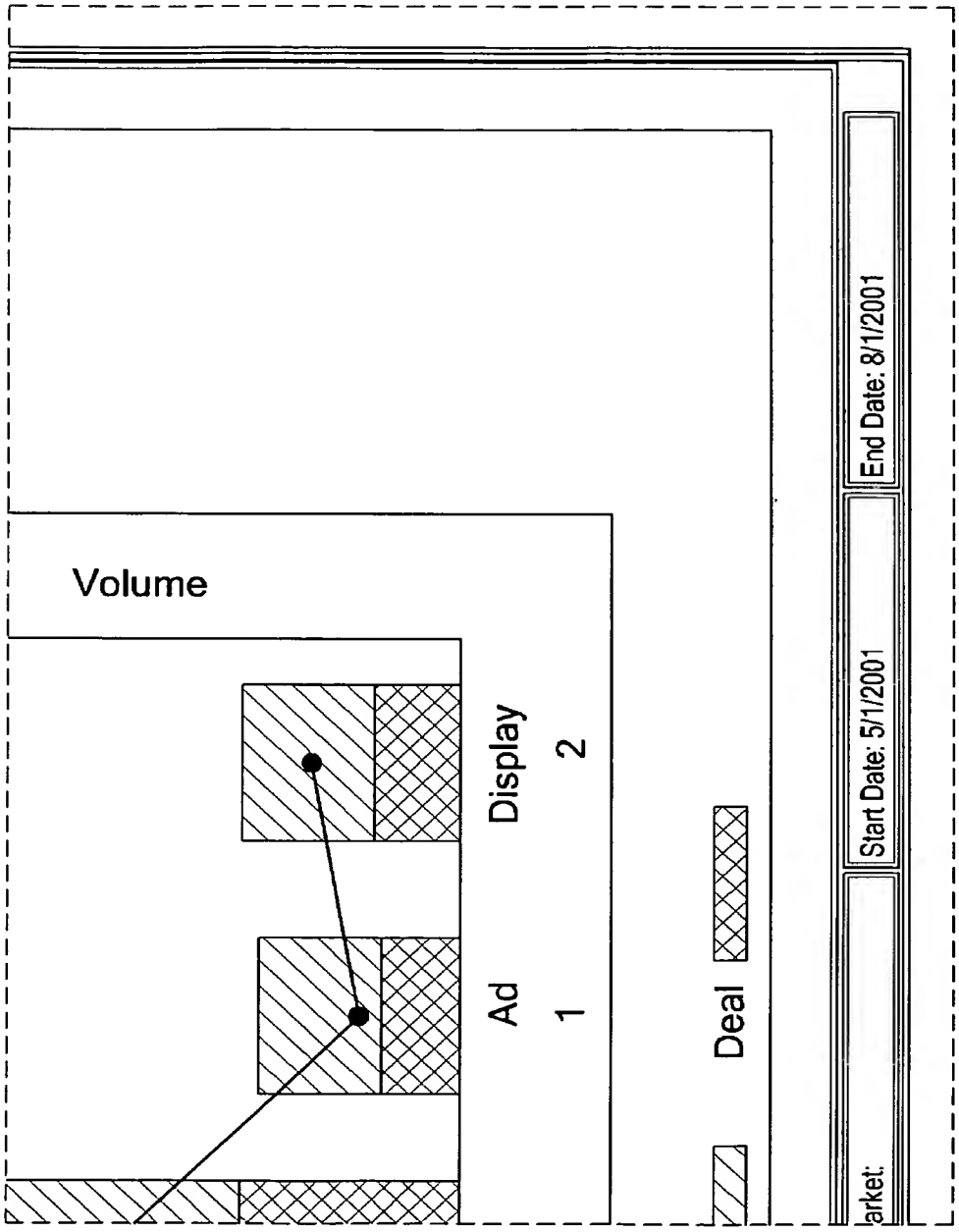

Volume
Display
2
Ad
1
Deal
End Date: 8/1/2001
Start Date: 5/1/2001
arket:

FIG.22D

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